



Making innovation happen

**EIT Community
Brand Book**

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EIT Community Brand Book

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1.0 The EIT Community Brand

The EIT Community is a growing, evolving and thriving community that brings together like-minded individuals from the EIT, the Knowledge and Innovation Communities (KICs) and the EIT Alumni Community.

The EIT Community brand serves to unite all who are working to increase Europe's capacity for innovation and entrepreneurship across all sectors. It expresses our vision, mission and values, and helps us to work towards our common goal of creating growth and jobs for a better future. The brand elements and tools define who we are and what we do, and bring coherence to external audiences' perceptions of the EIT Community.

As the EIT Community is made up of several different members, it is important that we ensure that the Community as a whole is consistent in its approach to communications.

The following pages present the EIT Community's overarching brand guidelines, which will help to ensure that the Community is able to communicate effectively with one voice by providing an overview of the messaging and visuals that should be used.

A close-up photograph of two hands cupping a mound of dark, rich soil. A small green seedling with several leaves is growing out of the soil. The hands are positioned to support the soil from below and the sides. The background is blurred, showing more hands and a blue fabric.

As partners we can make a
real difference and shape
our future, Europe's future.

1.1 The EIT Community Brand Architecture

Our brand architecture helps to identify and understand how we, the EIT and the KICs, work together within our brand portfolio. The brand hierarchy determines the extent to which our various organisations are positioned as part of our family of brands or act as standalone brands.

We strongly believe in emphasising the EIT Community's role as a family, supporting and leveraging our internal goals and results within the greater family of EU organisations and initiatives. As an EU initiative, the EIT Community's mother brand is the European Union with close ties to EU initiatives and programmes in the innovation arena. Indeed, the EIT and KICs all contribute to the achievements of the Innovation Union goals and form an integral part of the Horizon 2020 Framework Programme for Research and Innovation.

Furthermore, we are also firm believers in building a strong connection between the EIT Community brand and our stakeholders and wider audience across the knowledge triangle (business, education and research).



1.2 The EIT Community Brand Architecture

The EIT Community vision

Our vision states the broad objectives, purpose and long-term aspirations of our organisation. The vision unites the aims of the EIT and the KICs, and establish a common goal for the EIT Community.

Our vision is to become the leading European initiative that empowers innovators and entrepreneurs to develop world-class solutions to societal challenges, and create growth and skilled jobs.

The EIT Community mission

The EIT Community mission provides strategic direction to drive the organisation forward and bring both the EIT Community and our stakeholders together in a relationship based upon results and growth. The brand mission embodies the spirit of the EIT Community and encourages thoughts and actions that push the boundaries of what can be achieved.

Our mission is to contribute to the competitiveness of Europe and its sustainable economic growth by promoting and strengthening synergies and cooperation among businesses, education institutions and research organisations.

We aim to create favourable environments for creative thoughts, in order to enable world-class innovation and entrepreneurship to thrive in Europe.

The EIT Community brand essence

The brand essence creates an emotional bond and connection with the target audience by adding depth to the brand and facilitating loyalty. This will be achieved through clear and consistent messaging that conveys focus, uniqueness, credibility and consistency.

Our brand essence is 'empowering'.

In partnership we can face challenges ahead and enhance Europe's growth, competitiveness and well-being.

Empowering

We are a driving force in innovation, with strong stakeholder connections. We provide unique opportunities for individuals from across the knowledge triangle to realise innovations that will help find solutions to global challenges, boost the economy and ensure Europe's growth

**You are at the forefront
of innovation and
entrepreneurship; jointly
we can create a brighter
future for Europe.**

The EIT Community Values

The EIT Community values describe our philosophy as to how business should be conducted by our organisations. These values reflect our joint vision and mission statements, and should be used as a guide for all our communication, as well as the way we work and make decisions.

Inspiring

We inspire entrepreneurs and innovators to create solutions for the future by sharing knowledge and experiences.

Passionate

We are passionate about bringing Europe's innovators together to create a better and more sustainable future – both economically and socially.

Engaging

We are committed, innovative and results-oriented when we engage with our stakeholders – we accelerate processes and work with our stakeholders to make ideas a reality.

Open

As an engine for a brighter future, we cultivate openness, transparency and interaction together with the stakeholders that we serve. We support the development of future innovations, and believe in sharing knowledge and co-creating with our stakeholders.

Excellent

We strive to achieve excellence in our work through our professional, efficient and results-orientated approach.

Dynamic

To help future innovators and entrepreneurs live up to their potential, we meet them with enthusiasm, creativity and energy – presenting the EIT Community as dynamic, energetic and flexible



EIT Community Brand Personality

A brand's personality can be defined as "a set of human characteristics associated with the name of a product, service or company". The targeted audience should relate to and identify with the brand personality and its associated characteristics.

The EIT Community should show care for our common future by concentrating on the areas that can improve our lives as individuals and our society as a whole. To do this we need to express that whilst we are developing technology and innovations, we are doing it with people for people by creating growth and jobs. The brand communication will therefore emphasise real people in real life (in both challenging and positive situations).

This will be executed with an optimistic and forward-thinking view, based on the possibilities that innovation offers in terms of a brighter future.





If the EIT Community
was a person, he or she
would be described as
engaging, trustworthy, full
of initiative, and someone
who is so well connected
that they can make
incredible things happen.

EIT Community Brand Associations

A brand's associations are anything that comes to mind when a stakeholder thinks about that brand. These associations should be positive, to reflect the brand in a good light, and as unique as possible so that they are not relatable to other brands.

We can influence the way the EIT Community brand is perceived. We can also, to some degree, influence how brand associations are created in the minds of our stakeholders. This is done by consistent and compelling storytelling in our own communications and marketing.

The brand image reflects the way our stakeholders experience the EIT Community as a brand, and correlates directly to our results. The brand image reflects the qualities of the organisation, while also acknowledging any shortcomings. This perception develops over time either through direct personal experience or through our branding activities such as events, media relations, reports, etc.

Images used in our communications represent the brand associations that we hope to build. If the whole EIT Community works consistently and according to our vision, mission, values and brand attributes, we can create the ideal brand image and brand associations.

The brand association statement has been deliberately chosen to be made up of different words from the brand values – but they are still complimentary and in accordance with the scope of our brand.

We are connecting communities
with knowledge and creativity
to empower innovators and
entrepreneurs.



1.3 The EIT Community Brand Tone

1.3.1 The EIT Community Brand Voice

With the EIT Community consisting of a wide variety of people and organisations, having one brand voice is essential. It will enable the Community to present a united front and ensure cohesive and consistent messages are conveyed to stakeholders. Respecting the brand voice is equally essential, as the Community relies on the support of its members to define and enforce the voice, and guarantee that stakeholders receive continuity in their interactions with us.

Our brand voice should be based on modernity, future, innovation, sustainability, diversity and a thriving community. We should avoid bureaucratic language, shortenings and acronyms that are not commonly understood by the wider target audiences. Diversity should be valued in the brand tone and language and be inclusive and gender sensitive.

We shall communicate real-time innovations shown by real people to personalise how our efforts create business and meaning for individuals. Case studies of cooperation between our stakeholders and end users of technology that the EIT Community has helped to launch shall demonstrate that we really are contributing to a better future through innovation. We will also use facts and figures to show how our support is having a real impact on levels of entrepreneurship and innovation in Europe, encouraging economic growth and boosting job creation.

Our target groups are extremely varied – from students, educators and scientists, to businesses, policy makers, entrepreneurs and investors. Therefore it is important that we, as a Community, are able to deliver messaging that is adapted to these target groups when we communicate with one specific type of stakeholder only.

Collectively we can change
Europe's mind-set towards
a more innovative and
entrepreneurial culture.

1.3.2 Naming Conventions

The EIT Community will grow to eight KICs by 2018, which means there is a need for a simple and consistent naming convention that clearly shows the connection between the KICs and the EIT Community, while also describing their individual functions.

The five new KICs will be named:

- EIT Health
- EIT Raw Materials
- EIT Food
- EIT Manufacturing
- EIT Urban Mobility

The existing three KICs (Climate-KIC, EIT ICT Labs and KIC InnoEnergy) have established legal names, and these will not be changed at this time. However, the above naming convention offers the flexibility and possibility to apply the same principles at a later stage.



1.3.3 Core and Targeted Messages

Messaging is an essential part of our brand development and brand recognition. The messages we convey in our emails, letters, speeches, seminars, etc. should be as consistent as possible, and reflect our vision, mission and values.

Definitions of the main elements of the EIT Community (the Community, the EIT, and the KICs) are as follows:

EIT Community	EIT	KICs
In a sentence A growing, evolving and thriving community that brings together like-minded individuals from different organisations within the EIT family.	In a sentence An EU body that enhances Europe's ability to innovate by nurturing young entrepreneurial talent and supporting new ideas through the Knowledge and Innovation Communities (KICs).	In a sentence Thematic innovation communities that develop innovative products and services, foster new business, encourage growth and nurture young entrepreneurial talent.
In a paragraph The EIT Community is a growing, evolving and thriving community that brings together like-minded individuals from different organisations within the EIT family. Consisting of members from the EIT, the Knowledge and Innovation Communities (KICs) and the EIT Alumni, the Community seeks to generate ideas and cooperations, as well as inspire stakeholders across the world.	In a paragraph The EIT is an independent body of the European Union set up in 2008 to spur innovation and entrepreneurship across Europe to overcome some of its greatest challenges. It brings together the so-called 'knowledge triangle' of business, education and research to form dynamic cross-border partnerships – Knowledge and Innovation Communities, KICs – that develop innovative products and services, start new companies, and train a new generation of entrepreneurs.	In a paragraph Knowledge and Innovation Communities (KICs) are a unique type of partnerships within the European innovation landscape and develop innovative products and services, foster new business, encourage growth and train a new generation of entrepreneurs. Characterised by a high degree of integration, a long-term perspective, efficient governance, the co-location model and their entrepreneurial culture, the KICs aim to increase Europe's capacity for innovation by bringing together leading companies, universities and research labs.

Our core messages are stated below:

EIT Community

- The EIT Community empowers innovators and entrepreneurs to live up to their potential, grab opportunities, achieve and contribute to challenges facing Europe by bringing about societal benefits.
- The EIT Community has a pioneering role in increasing European sustainable growth and competitiveness by reinforcing the innovation capacity of the EU within a dynamic and shifting global context.
- By investing in the EIT, Europe invests in the talent of tomorrow.

EIT

- The EIT vision is to lead European efforts in enabling innovation and entrepreneurship.
- The EIT nurtures people-driven innovation and puts students, researchers and entrepreneurs at the heart of our efforts.
- The EIT boosts innovation by integrating the three sides of the so-called “knowledge triangle” of business, education and research.
- The EIT connects existing centres of excellence across Europe to create real European innovation networks.
- The EIT creates an unprecedented level of co-operation between innovation and excellence centres to boost the innovation process.

KICs

- KICs form an integral part of the EIT Community and share common values: inspiring, passionate, engaging, open, excellent and dynamic.
- KICs integrate business, higher education and research, and focus on innovation topics of societal relevance under the leadership of a CEO
- KICs are able to react to new challenges and changing environments in an effective and flexible way
- The KICs are driven by a pursuit of excellence.



EIT Community:

Making innovation happen!

Targeted sub-messages

Knowledge Triangle Stakeholders

Business leaders, investors, entrepreneurs, researchers, universities, students and academia

Business leaders, investors

Be part of the movement that creates tomorrow's entrepreneurs, contributes to economic growth and new jobs. Get ahead by accessing exceptional talent, innovation know-how and new market opportunities.

Entrepreneurs, researchers

Get your ideas off the ground, bring great ideas to life, take your innovation to the market, start a new venture, improve your competitiveness, and find commercial success. Get ahead by accessing support and finance.

Universities and academia

Be part of an initiative that enables innovation to flourish and creates a more favourable environment for cross-sectorial and cross border interaction. Get your ideas to markets faster.

Students

Access leading educational programmes in Europe and fast track your career, Become part of Europe's new generation of entrepreneurs & innovators.

Make a difference by connecting with like-minded people.

Multipliers

Policy makers, European networks

EIT: Leveraging Europe's investment in innovation

EIT: Shaping Europe's future towards more jobs, and a sustainable, inclusive and smart growth

EIT: boosting innovation by integrating the three sides of the so called 'knowledge triangle' of business, education and research.

EIT: tackling major societal challenges across Europe by fostering innovation and an entrepreneurial culture.

The change is happening now; Europe's ability to innovate is contributing to our sustainable future.

The Media

Digital, online, press at European, national and local level

It's all happening; exciting new products, ideas, opportunities.

EIT's people, partners and products are helping Europe to keep pace with our main international competitors, restore economic growth and create jobs.

KICs operate unique partnerships of breadth and depth with leading organisations from across the EU.

EIT Community makes innovation happen: look at achievements and results



2.0 **VISUAL IDENTITY**

BRAND BOOK

2.1 VISUAL IDENTITY: The EIT Community Brandmark – Rationale and Logo Hierarchy



Rationale:

As a starting point for the new EIT logo, the elements of the first EIT logo (the EIT circles) were deconstructed, and the relationship between the inner and outer shapes and how they worked together were considered.

The inner shape was edited to form a 'C' highlighting the community aspect of the logo, whilst the outer shape symbolises the supportive yet open nature of the EIT Community.

This concept refreshes the EIT logo and emphasises the core values of the EIT Community as a whole, whilst maintaining a strong linkage to the first logo.





EIT Community Logo Hierarchy

The EIT Community logo shows a strong link to its mother brand, the European Union, using the same blue colour as the EU flag.

The core elements of the logo i.e. the EIT circle and the word 'eit' are common to all the members of the EIT Community, strengthening brand consistency.

2.2 VISUAL IDENTITY: The Logo – Use with the European Union Logo

As an EU body and EU initiatives, the EIT and each KIC must clearly display the EU flag and accompanying text in all communications and information material.



The EIT is a body of the European Union



KICName is supported by the EIT,
a body of the European Union



This activity has received funding from the European Institute of Innovation and Technology (EIT), a body of the European Union, under the Horizon 2020, the EU Framework Programme for Research and Innovation

Use with the European Union Logo

The European Union Flag is always shown 1/3 height of the EIT Community landmark.

The supporting text should be set in Titillium regular and changes depending on whether the EU logo is being used alongside the Institute, a KIC or a KIC activity, as shown.

The supporting text can be aligned to either the left or right hand side of the European Flag.

The minimum height of flag to be used is 4.5mm



KICName is supported by the EIT,
a body of the European Union

2.3 VISUAL IDENTITY: The EIT Community Brandmark



Full Colour Brandmark

The full colour Community brandmark is the preferred version on all materials and communications. A key component the full colour brandmark is one of the most visible parts of our identity.

The brandmark must be used as provided and can not be altered in any way.



Single Colour Brandmark

The single colour version of the brandmark should only be used when the full color version of the brandmark cannot be applied.

The single colour logo can be used for merchandise or temporary signage, where printing restrictions may apply.

The brandmark must only be used as provided and can not be altered in any way.

2.3 VISUAL IDENTITY: The EIT Community Brandmark



Reversed Brandmark

This version is used when the brandmark sits upon any of the colours from within the Core or Primary Colour Palettes.

The logo must be used as provided and can not be altered in any way.



Special Brandmark

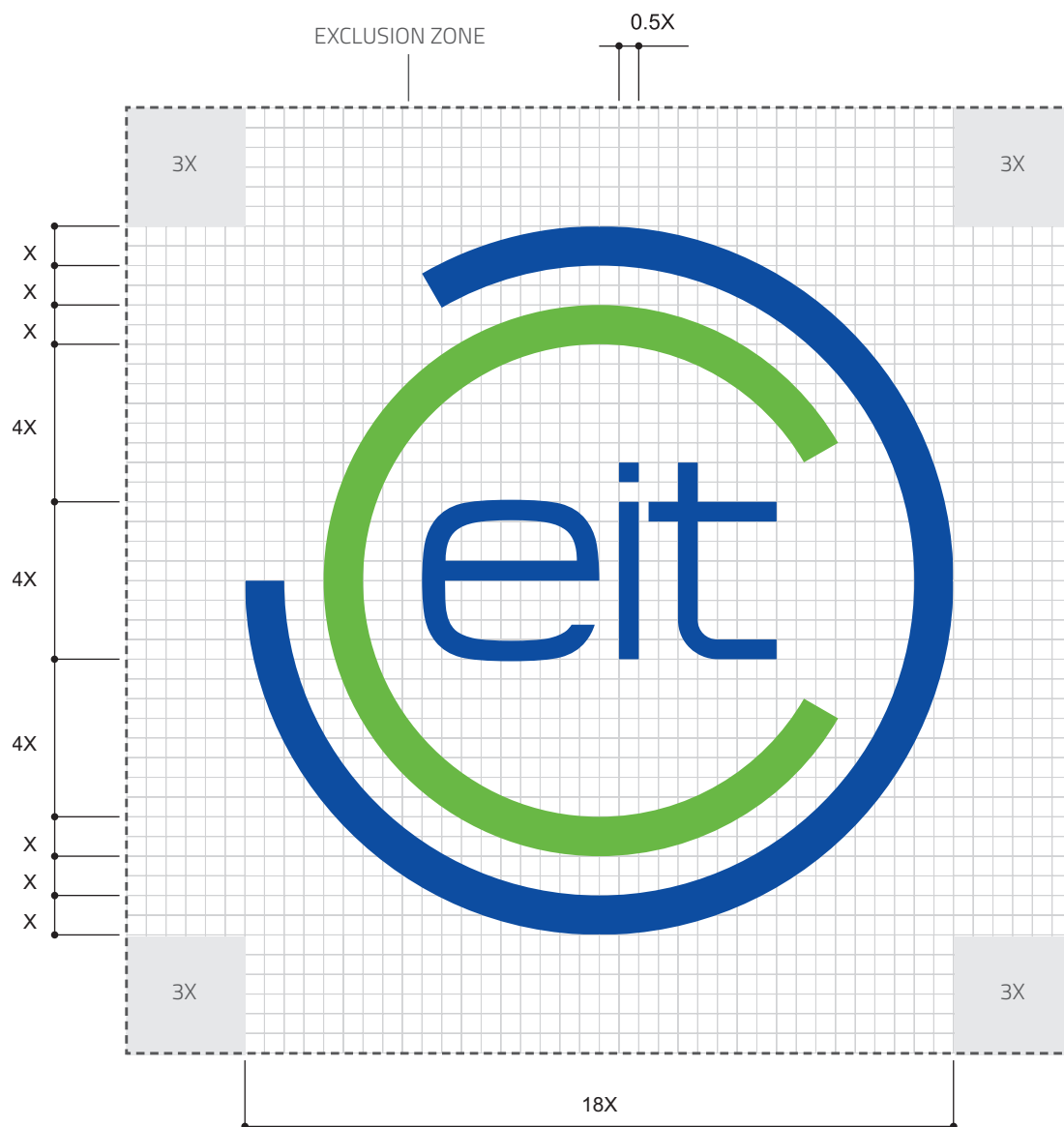
Another reversed brandmark, this version retains the full colour EIT Community brandmark, offset by a white keyline.

This version is used when the brandmark sits upon any of the colours from within the Core or Primary Colour Palettes where the colouring of the brandmark needs to be retained.

The keyline dimension is 1/10 the total height of the brandmark.

The logo must be used as provided and can not be altered in any way.

2.4 VISUAL IDENTITY: The EIT Community Brandmark – Specifications



Brandmark Proportions and Clear Space

The clear space has been established to ensure visibility and impact of the brandmark.

Maintaining the clear space zone between the brandmark and other graphic elements ensures that the brandmark always appears unobstructed and distinctly separate from any other graphic elements.

When using the brandmark, allow it to “breathe” and have maximum impact. Where possible, allow even more space around the logo than required by the minimum indicated.

The clear space is proportional and is based on the width of the brandmark rings as identified here.

Brandmark - Minimum Size

A minimum size has been carefully established to ensure the brandmark is reproduced correctly at small sizes. At minimum size, the logo still has clear legibility and provides strong identification.

The brandmark must never be used smaller than the size specified below.

Minimum Size for Print and Web







EIT Full Colour Logo

The full colour logo is the preferred version on all materials and communications. A key component the full colour logo is one of the most visible parts of our identity.

The logo must be used as provided and can not be altered in any way.



EIT Single Colour Logo

The single colour version of the logo should only be used when the full color version of the logo cannot be applied.

The single colour logo can be used for merchandise or temporary signage, where printing restrictions may apply.

The logo must only be used as provided and can not be altered in any way.



2.5 VISUAL IDENTITY: The EIT Logo



EIT Reversed Logo

This logo is used when the logo sits upon any of the colours from within the Core or Primary Colour Palettes.

The logo must be used as provided and can not be altered in any way.



EIT Special Logo

Another reversed logo, this version retains the full colour EIT Community landmark, offset by a white keyline.

This logo is used when the logo sits upon any of the colours from within the Core or Primary Colour Palettes where the colouring of the landmark needs to be retained.

The keyline dimension is 1/10 the total height of the landmark.

The logo must be used as provided and can not be altered in any way.

2.6 VISUAL IDENTITY: The EIT Logo – Specifications



EIT Logo Proportions and Lock Up

The above grid shows the relationship between the EIT landmark and the supporting wordmark in landscape orientation.

The Institute logo utilises the EIT Community landmark in conjunction with a wordmark that is set in Microgramma D Medium. This typeface only appears in the various EIT logos and is not to be used for any other purpose.

This relationship between the landmark and wordmark must not be altered in any way.

EIT Logo Minimum Size

A minimum size has been carefully established to ensure the logo is reproduced correctly at small sizes. At minimum size, the logo still has clear legibility and provides strong identification.

The logo must never be used smaller than the size identified opposite. For printed applications (eg: offset printing), the height of the logo should not be reproduced at less than 14mm. For websites, the height should not be reduced any smaller than 36 pixels.

When using printing techniques with low quality (eg: screenprinting), it is recommended to use the logo at a larger size.

Minimum size for Print



Minimum size for Web



2.6 VISUAL IDENTITY: The EIT Logo – Specifications



Clear Space

The clear space has been established to ensure visibility and impact of the logo.

Maintaining the clear space zone between the logo and other graphic elements such as type, images and other logos ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

When using the logo, allow it to “breathe” and have maximum impact. Where possible, allow even more space around the logo than required by the minimum indicated.

The clear space is proportional and is based on the width of the brandmark rings.

The construction of clear space is identified here.





EIT Logo Proportions and Lock Up

The grid shows the relationship between the EIT landmark and the supporting wordmark in portrait orientation.

This relationship must not be altered in any way.

Clear Space

The clear space has been established to ensure visibility and impact of the logo.

Maintaining the clear space zone between the logo and other graphic elements such as type, images and other logos ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

EIT Logo Minimum Size

A minimum size has been carefully established to ensure the logo is reproduced correctly at small sizes. At minimum size, the logo still has clear legibility and provides strong identification.

The logo must never be used smaller than the size identified left.



2.7 VISUAL IDENTITY: The KIC Logos



**EIT Community Brandmark Usage
with Knowledge and Innovation
Community Logos.**

* Logos of existing KICs should they
decide to adopt the new visual identity.





KIC Full Colour Logo

The full colour logo is the preferred version on all materials and communications. A key component the full colour logo is one of the most visible parts of our identity.

The logo must be used as provided and can not be altered in any way.



KIC Single Colour Logo

The single colour version of the logo should only be used when the full color version of the logo cannot be applied.

The single colour logo can be used for merchandise or temporary signage, where printing restrictions may apply.

The logo must only be used as provided and can not be altered in any way.



2.7 VISUAL IDENTITY: The KIC Logos



KIC Reversed Logo

This logo is used when the logo sits upon any of the colours from within the Core or Primary Colour Palettes.

The logo must be used as provided and can not be altered in any way.



KIC Special Logo

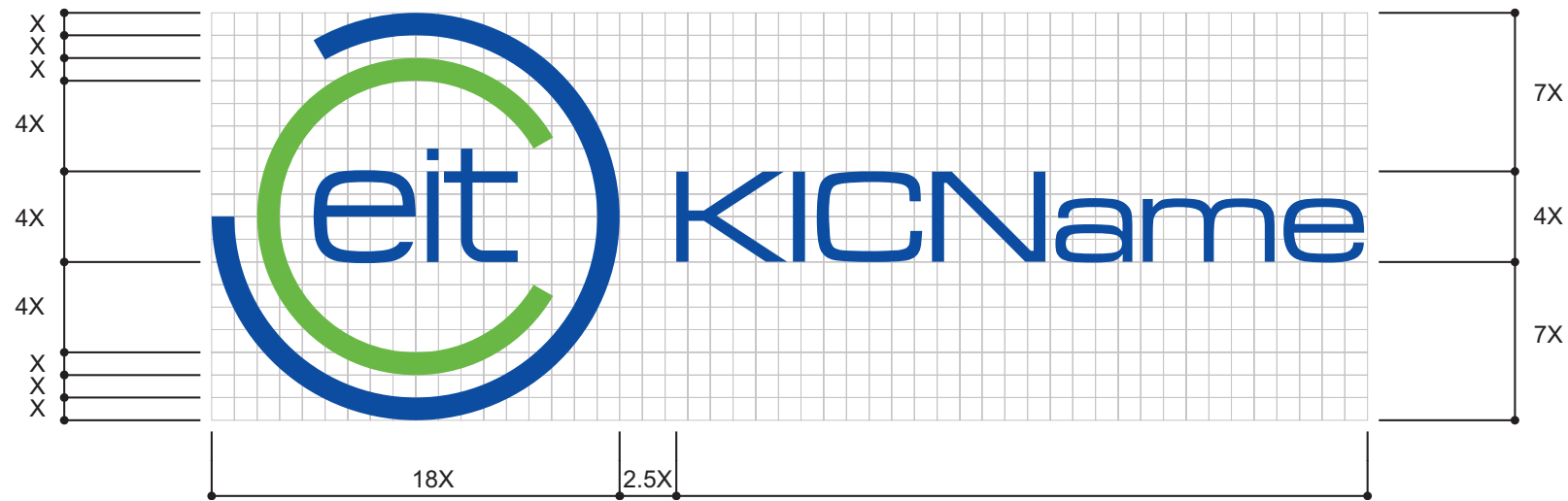
Another reversed logo, this version retains the full colour EIT Community brandmark, offset by a white keyline.

This logo is used when the logo sits upon any of the colours from within the Core or Primary Colour Palettes where the colouring of the brandmark needs to be retained.

The keyline dimension is 1/10 the total height of the brandmark.

The logo must be used as provided and can not be altered in any way.

2.8 VISUAL IDENTITY: The KIC Logos – Specifications



KIC Logo Proportions and Lock Up - Landscape

The above grid shows the relationship between the EIT brandmark and the supporting KIC wordmark.

The Institute logo utilises the EIT Community brandmark in conjunction with a wordmark that is set in Microgramma D Medium. This typeface only appears in the various EIT logos and is not to be used for any other purpose.

This relationship must not be altered.

Minimum size

A minimum size has been carefully established to ensure the logo is reproduced correctly at small sizes. At minimum size, the logo still has clear legibility and provides strong identification.

The logo must never be used smaller than the size identified opposite. For printed applications (eg: offset printing), the height of the logo should not be reproduced at less than 14mm. For websites, the height should not be reduced any smaller than 36 pixels.

Minimum size for Print



Minimum size for Web



2.8 VISUAL IDENTITY: The KIC Logos - Specifications



Clear Space

The clear space has been established to ensure visibility and impact of the logo.

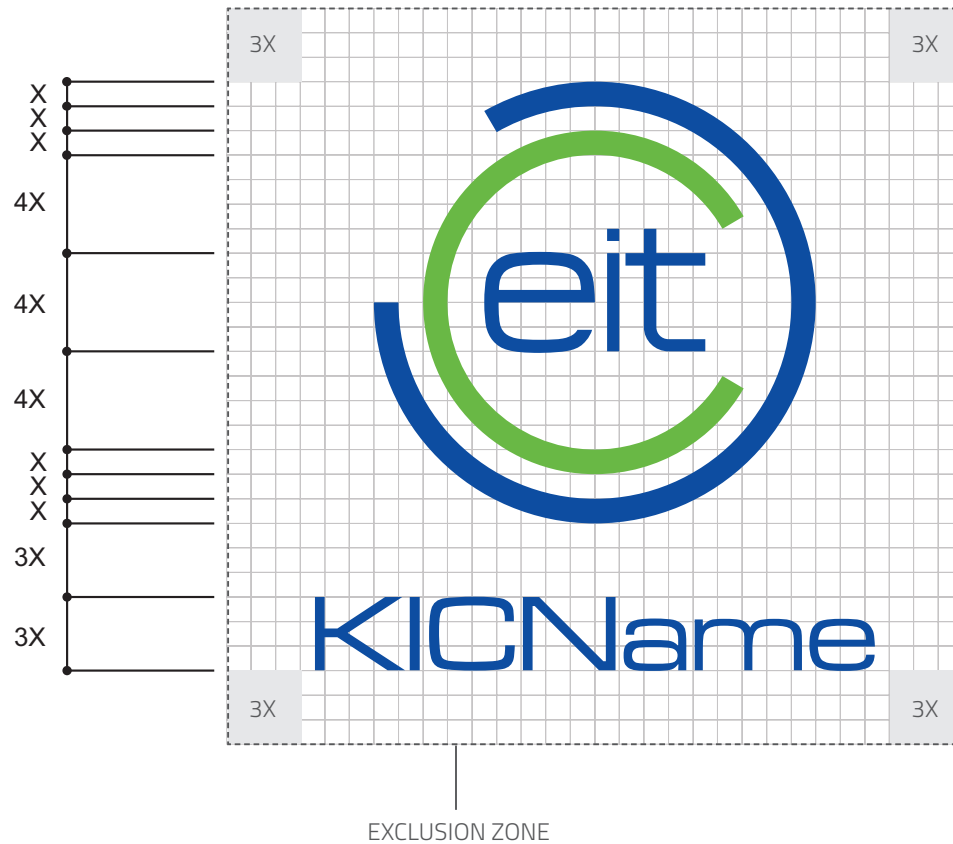
Maintaining the clear space zone between the logo and other graphic elements such as type, images and other logos ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

When using the logo, allow it to “breathe” and have maximum impact. Where possible, allow even more space around the logo than required by the minimum indicated.

The clear space is proportional and is based on the width of the brand mark rings.

The construction of clear space is identified here.





KIC Logo Proportions and Lock Up

The grid shows the relationship between the EIT brandmark and the supporting wordmark in portrait orientation.

This version should not be used for print applications.

This relationship must not be altered in any way.

Clear Space

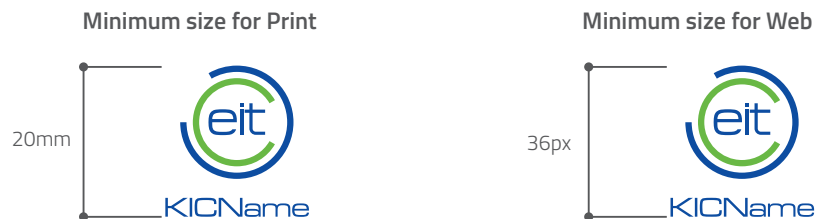
The clear space has been established to ensure visibility and impact of the logo.

Maintaining the clear space zone between the logo and other graphic elements such as type, images and other logos ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

KIC Logo Minimum Size

A minimum size has been carefully established to ensure the logo is reproduced correctly at small sizes. At minimum size, the logo still has clear legibility and provides strong identification.

The logo must never be used smaller than the size specified to the left.



2.9 VISUAL IDENTITY: The EIT Alumni Logo



EIT Alumni Logo - Full Colour

The full colour logo is the preferred version on all materials and communications. A key component the full colour logo is one of the most visible parts of our identity.

The logo must be used as provided and can not be altered in any way.



EIT Alumni Logo - Single Colour

The single colour version of the logo should only be used when the full color version of the logo cannot be applied.

The single colour logo is often used for merchandise or temporary signage, where printing restrictions may apply.

The logo must only be used as provided and can not be altered in any way.





EIT Alumni Logo - Reversed

This logo is used when the logo sits upon any of the colours from within the Core or Primary Colour Palettes.

The logo must be used as provided and can not be altered in any way.



EIT Alumni Logo - Special Version

Another reversed logo, this version retains the full colour EIT Community landmark, offset by a white keyline.

This logo is used when the logo sits upon any of the colours from within the Core or Primary Colour Palettes where the colouring of the landmark needs to be retained.

The keyline dimension is 1/10 the total height of the landmark.

The logo must be used as provided and can not be altered in any way.

2.10 VISUAL IDENTITY: The EIT Awards Logo



EIT Awards Logo - Full Colour

The full colour logo is the preferred version on all materials and communications. A key component the full colour logo is one of the most visible parts of our identity.

The logo must be used as provided and can not be altered in any way.



EIT Awards - Single Colour

The single colour version of the logo should only be used when the full color version of the logo cannot be applied.

The single colour logo is often used for merchandise or temporary signage, where printing restrictions may apply.

The logo must only be used as provided and can not be altered in any way.





EIT Awards Logo - Reversed

This logo is used when the logo sits upon any of the colours from within the Core or Primary Colour Palettes.

The logo must be used as provided and can not be altered in any way.



EIT Awards Logo - Special Version

Another reversed logo, this version retains the full colour EIT Community landmark, offset by a white keyline.

This logo is used when the logo sits upon any of the colours from within the Core or Primary Colour Palettes where the colouring of the landmark needs to be retained.

The keyline dimension is 1/10 the total height of the landmark.

The logo must be used as provided and can not be altered in any way.

2.10 VISUAL IDENTITY: The EIT Awards Logo



EIT Awards - Alternative Logos



2.11 VISUAL IDENTITY: The Logo – Dos and Don'ts



Don't change the aspect ratio of the logo



Don't change the logo lockup



Don't add elements or infringe the clear space



Don't change the logo typeface



Don't use the logo too small



Only use colours specified within this brand book



European Institute of
Innovation & Technology

Don't use the word mark on its own



Don't use the full colour logo where it is hard to read



Logo Dos and Don'ts

DO use the logo according to the guidelines we've already set within this brand book.

DO use the digital master artwork when reproducing the logo. These files can be downloaded from the links provided throughout this brand book.

DO use the full colour version whenever possible.

A selection of scenarios that shouldn't be used can be viewed to the left.

This list is by no means exhaustive.

2.12 VISUAL IDENTITY: The Logo – Placement



Positioning – Top Left

Consistent positioning of the logo is vital. It can either be positioned at the top or bottom of the area, but must always appear on the left.

Logo size (height of the brandmark) and position

A5

A: Left margin 12.5mm

A: Top margin 12.5mm

B: Logo (height of the brandmark) 15mm

A4

A: Left margin 15mm

A: Top margin 15mm

B: Logo (height of the brandmark) 18mm

A3

A: Left margin 20mm

A: Top margin 20mm

B: Logo (height of the brandmark) 30mm

Landscape formats

The top and left hand margins remain the same for the corresponding landscape formats.



Positioning – Bottom Left

Consistent positioning of the logo is vital. It can either be positioned at the top or bottom of the area, but must always appear on the left.

Logo size (height of the brandmark) and position

A5

A: Left margin 12.5mm
 A: Bottom margin 12.5mm
 B: Logo (height of the brandmark) 15mm

A4

A: Left margin 15mm
 A: Bottom margin 15mm
 B: Logo (height of the brandmark) 18mm

A3

A: Left margin 20mm
 A: Bottom margin 20mm
 B: Logo (height of the brandmark) 30mm

Landscape formats

The bottom and left hand margins remain the same for the corresponding landscape formats.



3.0 COLOUR PALETTE

BRAND BOOK

3.1 COLOUR PALETTE: Core Colour Palette



Colour palette

Our colours are a distinct and crucial part of our identity as they make our brand instantly recognizable. When applied consistently, our colors provide a strong visual link across various materials and communications.

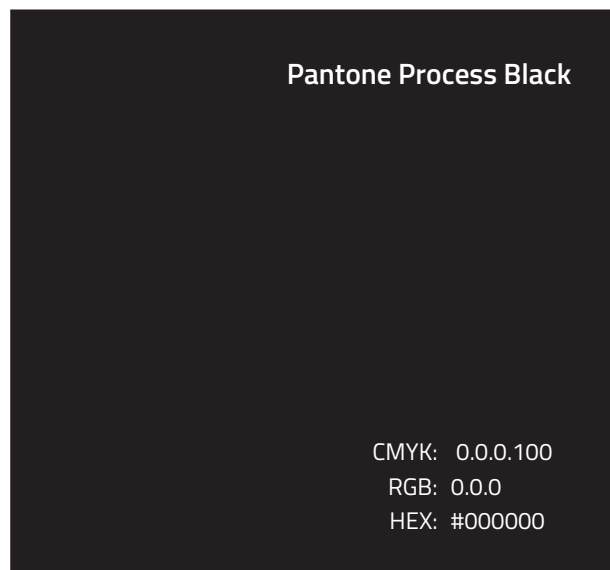
Use of colours not specified within this brand book is forbidden.

Core Colour Palette

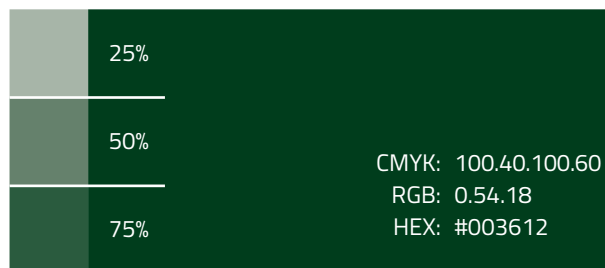
Specifications for reproduction of our core colors are shown. The colors are specified for offset printing on white paper (CMYK) and for use on screen and web (RGB & Hexadecimal).

When reproducing the EIT colours on different material (eg: signage), always make sure the colour visually matches these approved colors.

Solid black should only be used for 2 colour printing. For all other uses it should be replaced with 80% black.



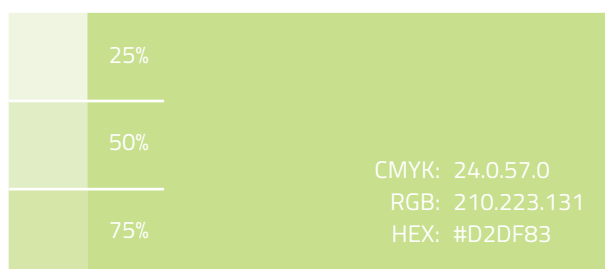
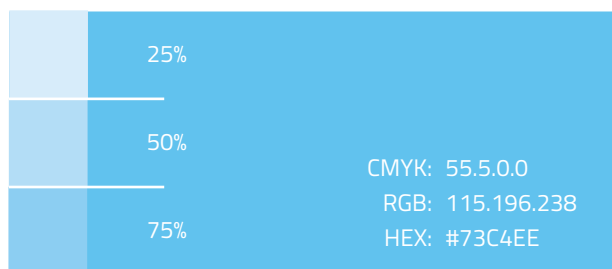
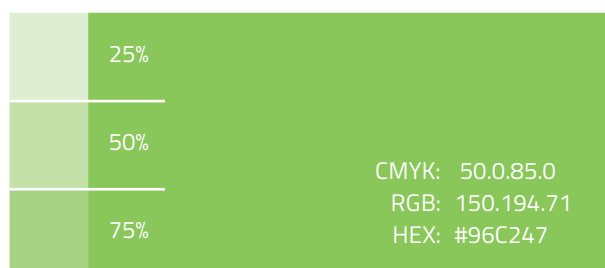
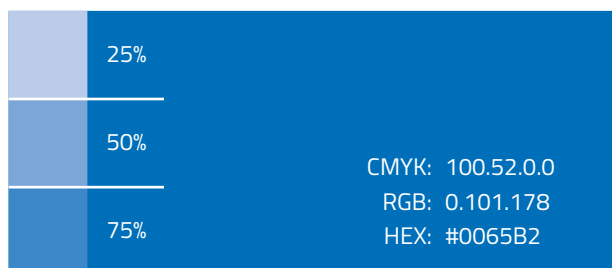
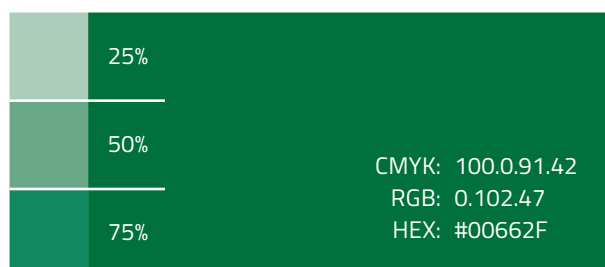
3.2 COLOUR PALETTE: Supporting Palette



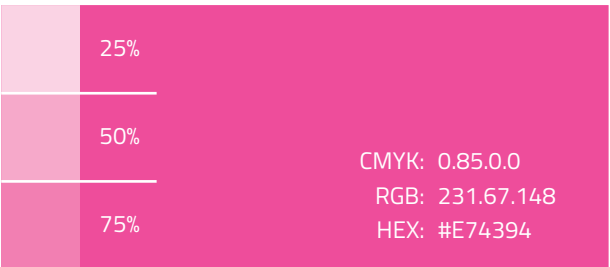
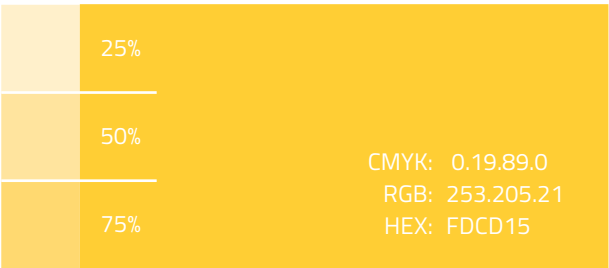
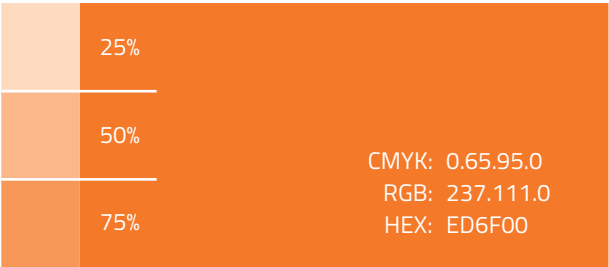
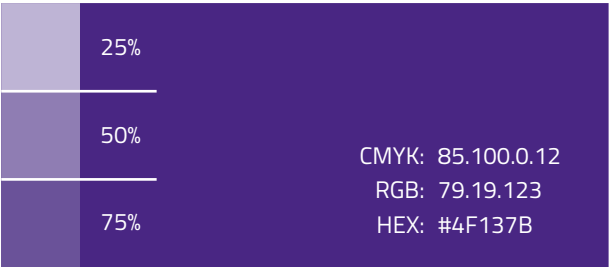
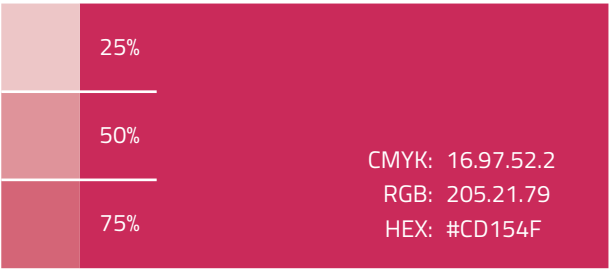
Supporting Palette

In addition to the core colours, a supporting palette of harmonious colors has been developed to sit alongside the core colours.

Limit the number of support colors used in a single piece so they do not overpower the reader.



3.3 COLOUR PALETTE: Accent Palette



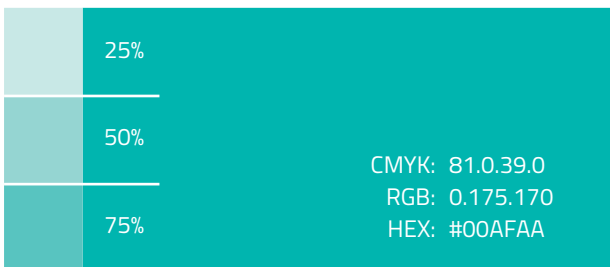
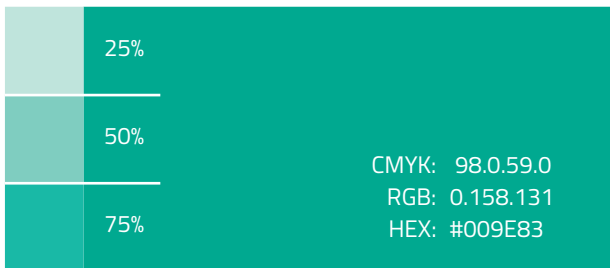
Accent Palette

In addition to the core and supporting colours, a palette of accent colours has been developed.

The accent colour palette is intended to add visual interest and graphic distinction across various collateral.

Accent colours should be used sparingly to avoid them dominating.

When choosing accent colours, keep in mind the audience your piece is being designed for.



3.4 COLOUR PALETTE: Neutral Palette

CMYK: 0.0.0.10
RGB: 237.237.237
HEX: #EDEDED

CMYK: 0.0.0.50
RGB: 152.152.152
HEX: #989898

Neutral Palette

Neutral colors can be used with the support and accent colours to bring depth to the design. Try choosing one support and one neutral color to determine if it creates the right mood or feeling.

CMYK: 0.0.0.20
RGB: 216.216.216
HEX: #D8D8D8

CMYK: 0.0.0.70
RGB: 104.104.104
HEX: #686868

CMYK: 0.0.0.35
RGB: 184.184.184
HEX: #B8B8B8

CMYK: 0.0.0.90
RGB: 56.56.56
HEX: #383838

3.5 COLOUR PALETTE: Selecting the Right Colours

Selecting the right colours

Careful consideration should be given when you are selecting colours for communications.

The colours you select should allow all of the information to be viewed in a clear and defined way.

The selected colour must work with your chosen imagery and not overpower the information on display. The colours should always compliment the imagery, for best results it is recommended that you select a colour that works with the tonal range within the image.

When working with typography it is important to look for a strong contrast between the background colour and the text. Using a light background with a similar colour for the text will result in poor legibility, the same applies for a dark background and dark text.

The minimal use of colour is often the most effective graphically. Using the pre selected colours will provide a wide range of design options whilst adhering to our core branding.

Inappropriate use of colour will dilute the impact of your communications and undermine the value of the brand.



4.0 **TYPOGRAPHY**

BRAND BOOK

4.1 TYPOGRAPHY: Primary Typeface

Titillium Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Titillium Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Titillium Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Titillium Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Primary Typeface

Titillium is the primary typeface. It is a fresh, modern typeface that reflects our personality.

The full type family can be downloaded free of charge for use within printed materials, letterheads etc from the following link:

<http://www.fontsquirrel.com/fonts/Titillium>

Titillium should also be used for websites.

To embed the Titillium font family into a web page, copy the following code as the first element in the <head> of the HTML document.

```
<link href='http://fonts.googleapis.com/
css?family=Titillium+Web:300,400,600,700'
rel='stylesheet' type='text/css'>
```

The Google Fonts API will generate the necessary browser-specific CSS to use the fonts, however the following code must be added to the website's CSS style sheets.

font-family: 'Titillium Web', Calibri, sans-serif;

AaBbCcDd 1234

4.2 TYPOGRAPHY: Primary Typeface – Preferred Usage: A4

Page titles are set 30/32 Titillium Light, in colour

Lead in text is set 12/15 Titillium Light, coloured 60% Black. It has a 10mm space before and a 4mm space after.

Body text is set 10/13 Titillium Regular, coloured 80% black. Text to be two column, 150mm wide with a 7mm gutter. Tracking can be adjusted down to a maximum of -25 when required.

Vestibulum aliquam fermentum velit pulvinar hendrerit. Curabitur cursus magna vitae eros efficitur, non accumsan tellus aliquet. Fusce pellentesque eget quis aliquam. Nunc libero dolor, egestas sit amet aliquam nec, eleifend ac.

Sub headers are set 14/16 point, Titillium Light, colour to suit, 6mm before and 2mm after

Donec ligula elit, malesuada eget convallis sit amet, tempor sit amet metus. Aenean vel dapibus leo. Phasellus euismod vel augue in condimentum. Sed pharetra nibh magna, sit amet gravida est facilisis eget.

Integer at imperdiet felis, et commodo mauris. Morbi scelerisque arcu metus, convallis lobortis nulla tempus ac. Vestibulum placerat massa ac purus ultricies mattis. Nunc cursus tristique mi, et interdum erat semper ut. Suspendisse nec justo maximus ex tempor consequat sed quis justo. Donec eget odio ac lacus cursus sollicitudin id et felis. Pellentesque ac purus vitae sapien posuere tempus ac sit amet tortor. Sed molestie erat dignissim lacus congue commodo sed eget nunc. Pellentesque purus arcu, pharetra eu lacinia et, vestibulum non erat. Nullam vel odio ipsum. Nulla consequat fermentum risus bibendum ultricies. Mauris sed congue libero, a sollicitudin eros.

Sed sollicitudin arcu at vulputate lobortis. Mauris vel molestie turpis. Curabitur tempor quam in erat sodales tristique. Phasellus eget efficitur odio. Aliquam dapibus varius nibh.

Etiam rutrum dolor nec nisi varius porttitor. Nulla sodales porttitor lorem sit amet dapibus. Donec quis enim at eros consequat elementum. Ut id maximus magna, nec facilisis massa. Mauris eget lorem sollicitudin, molestie purus eget, dictum purus. Mauris ac orci sapien. Curabitur a lectus nec nulla interdum malesuada. Suspendisse volutpat nibh gravida nisi faucibus ultrices. In at nibh eget orci consectetur congue consequat ac massa. Proin sodales feugiat lacinia. Aenean non elit nec ante posuere scelerisque sit amet quis nulla.

Integer at imperdiet felis, et commodo mauris. Morbi scelerisque arcu metus, convallis lobortis nulla tempus ac. Vestibulum placerat massa ac purus ultricies mattis. Nunc cursus tristique mi, et interdum erat semper ut. Suspendisse nec justo maximus ex tempor consequat sed quis justo. Donec eget odio ac lacus cursus sollicitudin id et felis. Pellentesque ac purus vitae sapien posuere tempus ac sit amet tortor. Sed molestie erat dignissim lacus congue commodo sed eget nunc. Pellentesque purus arcu, pharetra eu lacinia et, vestibulum non erat. Nullam vel odio ipsum. Nulla consequat fermentum risus bibendum ultricies. Mauris sed congue libero, a sollicitudin eros.

Sub headers are set 14/16 point, Titillium Light, colour to suit, 6mm before and 2mm after

Donec ligula elit, malesuada eget convallis sit amet, tempor sit amet metus. Aenean vel dapibus leo. Phasellus euismod vel augue in condimentum. Sed pharetra nibh magna, sit amet gravida est facilisis eget.

Integer at imperdiet felis, et commodo mauris. Morbi scelerisque arcu metus, convallis lobortis

Page titles are set 30/32 Titillium Light, in colour

Lead in text is set 12/15 Titillium Light, coloured 60% black. It has a 10mm space before and a 4mm space after.

Body text is set 10/13 Titillium Regular, coloured 80% black. Text to be two column, 150mm wide with a 7mm gutter. Tracking can be adjusted down to a maximum of -25 when required.

Sub headers are set 14/16 point, Titillium Light, colour to suit, 6mm before, 2mm after

Vestibulum aliquam fermentum velit pulvinar hendrerit. Curabitur cursus magna vitae eros efficitur, non accumsan tellus aliquet. Fusce pellentesque eget quis aliquam. Nunc libero dolor, egestas sit amet aliquam nec, eleifend ac lorem.

Donec ligula elit, malesuada eget convallis sit amet, tempor sit amet metus. Aenean vel dapibus leo. Phasellus euismod vel augue in condimentum. Sed pharetra nibh magna, sit amet gravida est facilisis eget.

Integer at imperdiet felis, et commodo mauris. Morbi scelerisque arcu metus, convallis lobortis nulla tempus ac. Vestibulum placerat massa ac

4.2.1 TYPOGRAPHY: Primary Typeface – Preferred Usage: 210 x 210mm Document

Page titles are set 26/28 Titillium Light, in colour

Lead in text is set 11/14 point, Titillium Light, coloured 60% black. It has a 8mm space before and a 4mm space after to separate the body text.

Body text is set 9/12 point Titillium Regular, coloured 80% black. Text to be two column, 150mm wide with a 7mm gutter. Tracking can be adjusted down to a maximum of -25 when required.

Vestibulum aliquam fermentum velit pulvinar hendrerit. Curabitur cursus magna vitae eros efficitur, non accumsan tellus aliquet. Fusce pellentesque eget quis aliquam. Nunc libero dolor, egestas sit amet aliquam nec, eleifend ac lorem.

Sub headers are set 13/15 point, Titillium Light, colour to suit, 4.5mm before, 1mm after.

Donec ligula elit, malesuada eget convallis sit amet, tempor sit amet metus. Aenean vel dapibus leo. Phasellus euismod vel augue in condimentum. Sed pharetra nibh magna, sit amet gravida est facilisis.

Integer at imperdiet felis, et commodo mauris. Morbi scelerisque arcu metus, convallis lobortis nulla tempus ac. Vestibulum placerat massa ac purus ultricies mattis. Nunc cursus tristique mi, et interdum erat semper ut. Suspendisse nec justo maximus ex tempor consequat sed quis justo. Donec eget odio ac

lacus cursus sollicitudin id et felis. Pellentesque ac purus vitae sapien posuere tempus ac sit amet tortor. Sed molestie erat dignissim lacus congue commodo sed eget nunc. Pellentesque purus arcu, pharetra eu lacinia et, vestibulum non erat. Nullam vel odio ipsum. Nulla consequat fermentum risus bibendum ultricies. Mauris sed congue libero, a sollicitudin eros.

Sed sollicitudin arcu at vulputate lobortis. Mauris vel molestie turpis. Curabitur tempor quam in erat sodales tristique. Phasellus eget efficitur odio. Aliquam dapibus varius nibh. Etiam rutrum dolor nec nisi varius porttitor. Nulla sodales porttitor lorem sit amet dapibus. Donec quis enim at eros consequat elementum. Ut id maximus magna, nec facilisis massa. Mauris eget lorem sollicitudin, molestie purus eget, dictum purus. Mauris ac orci sapien. Curabitur a lectus nec nulla interdum malesuada. Suspendisse volutpat nibh gravida nisl faucibus ultrices. In at nibh eget orci consectetur congue consequat ac massa. Proin sodales feugiat lacinia. Aenean non elit nec ante posuere scelerisque sit amet quis nulla. Mauris eget lorem sollicitudin, molestie purus eget, dictum purus. Mauris ac orci sapien. Curabitur a lectus nec nulla interdum malesuada. Suspendisse volutpat nibh gravida nisl faucibus ultrices. In at nibh eget

Page titles are set 26/28 Titillium Light, in colour

Lead in text is set 11/14 point, Titillium Light, coloured 60% black. It has a 8mm space before and a 4mm space after to separate the body text.

Body text is set 9/12 point Titillium Regular, coloured 80% black. Text to be two column, 150mm wide with a 7mm gutter. Tracking can be adjusted down to a maximum of -25 when required.

Sub headers are set 13/15 point, Titillium Light, colour to suit, 4.5mm before, 2mm after.

Vestibulum aliquam fermentum velit pulvinar hendrerit. Curabitur cursus magna vitae eros efficitur, non accumsan tellus aliquet. Fusce pellentesque eget quis aliquam. Nunc libero dolor, egestas sit amet aliquam nec, eleifend ac lorem.

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Integer at imperdiet felis, et commodo mauris. Morbi scelerisque arcu metus, convallis lobortis nulla tempus ac. Vestibulum placerat massa ac purus ultricies mattis. Nunc cursus tristique mi, et interdum erat semper ut. Suspendisse nec

4.2.2 TYPOGRAPHY: Primary Typeface – Preferred Usage: A5

Page titles are set 22/24 Titillium Light, in colour

Lead in text is set 10/13 point, Titillium Light, coloured 60% black. It has a 8mm space before and a 4mm space after to separate the body text.

Body text is set 8/11 Titillium Regular, colour 80% black. Text to be 2 column, 118mm wide with a 5mm gutter. Tracking can be adjusted down to a maximum of -25 when required.

Sub headers are set 12/14 point, Titillium Light, colour to suit, 6mm before 1mm after.

Vestibulum aliquam fermentum velit pulvinar hendrerit. Curabitur cursus magna vitae eros efficitur, non accumsan tellus aliquet. Fusce pellentesque eget dolor quis aliquam. Nunc libero dolor, egestas sit amet aliquam nec, eleifend ac lorem.

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Integer at imperdiet felis, et commodo mauris. Morbi scelerisque arcu metus, convallis lobortis nulla tempus ac. Vestibulum placerat massa ac purus ultricies mattis. Nunc cursus tristique mi, et interdum erat semper ut. Suspendisse nec justo maximus ex tempor consequat sed quis justo. Donec eget odio ac lacus cursus sollicitudin id et felis. Pellentesque ac purus vitae sapien posuere tempus ac sit amet tortor. Sed molestie erat dignissim lacus congue

commodo sed eget nunc. Pellentesque purus arcu, pharetra eu lacinia et, vestibulum non erat. Nullam vel odio ipsum. Nulla consequat fermentum risus bibendum ultricies. Mauris sed congue libero, a sollicitudin eros.

Sed sollicitudin arcu at vulputate lobortis. Mauris vel molestie turpis. Curabitur tempor quam in erat sodales tristique. Phasellus eget efficitur odio. Aliquam dapibus varius nibh. Etiam rutrum dolor nec nisi varius porttitor. Nulla sodales porttitor lorem sit amet dapibus. Donec quis enim at eros consequat elementum. Ut id maximus magna, nec facilisis massa. Mauris eget lorem sollicitudin, molestie purus eget, dictum purus. Mauris ac orci sapien. Curabitur a lectus nec nulla interdum malesuada. Suspendisse volutpat nibh gravida nisi faucibus ultrices. In at nibh eget orci consectetur congue consequat ac massa. Proin sodales feugiat lacinia. Aenean non elit nec ante posuere scelerisque sit amet quis nulla. Donec ligula elit, malesuada eget convallis sit amet, tempor sit amet metus. Aenean vel dapibus leo. Phasellus euismod vel augue in condimentum. Sed pharetra nibh magna, sit amet gravida est facilisis eget.

Integer at imperdiet felis, et commodo mauris. Morbi scelerisque arcu metus, convallis lobortis nulla tempus ac. Vestibulum placerat massa ac purus ultricies mattis. Nunc cursus tristique mi, et interdum erat semper ut. Suspendisse

Page titles are set 22/24 Titillium Light, in colour

Lead in text is set 10/13 point, Titillium Light, coloured 60% black. It has a 8mm space before and a 4mm space after to separate the body text.

Body text is set 8/11 Titillium Regular, colour 80% black. Text to be 2 column, 118mm wide with a 5mm gutter. Tracking can be adjusted down to a maximum of -25 when required.

Sub headers are set 12/14 point, Titillium Light, colour to suit, 6mm before 1mm after.

Vestibulum aliquam fermentum velit pulvinar hendrerit. Curabitur cursus magna vitae eros efficitur, non accumsan tellus aliquet. Fusce pellentesque eget dolor quis aliquam. Nunc libero dolor, egestas sit amet aliquam nec, eleifend ac lorem.

Donec ligula elit, malesuada eget convallis sit amet, tempor sit amet metus. Aenean vel dapibus leo. Phasellus euismod vel augue in condimentum. Sed pharetra nibh magna, sit amet gravida est facilisis eget.

Integer at imperdiet felis, et commodo mauris. Morbi scelerisque arcu metus, convallis lobortis nulla tempus ac. Vestibulum placerat massa ac purus ultricies mattis. Nunc cursus tristique mi, et interdum erat semper ut. Suspendisse nec justo maximus ex tempor consequat sed quis justo. Donec eget odio ac lacus cursus sollicitudin id et felis. Pellentesque ac purus vitae sapien posuere tempus ac sit amet tortor. Sed molestie erat dignissim lacus congue commodo sed eget nunc. Pellentesque purus arcu, pharetra eu lacinia et, vestibulum non erat. Nullam vel odio ipsum. Nulla consequat fermentum risus bibendum ultricies. Mauris sed congue libero, a sollicitudin eros.

4.3 TYPOGRAPHY: Alternative Typeface

Alternative Typeface

Calibri is the alternative typeface for any document created using MS Office programmes, e.g. Word, PowerPoint, Excel as well as for any email or electronic signature.

Calibri should only be used where the document being worked on will eventually be sent to an end user unlikely to have Titillium installed on their PC.

When using this font in Microsoft Word/Emails, body text should be set no larger than 11pt.

Calibri Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AaBbCc123

4.4 TYPOGRAPHY: Alternative Typeface – Preferred Usage A4

Page titles are set 30/32 Calibri Light, in colour

Lead in text is set 12/15 Calibri Light, coloured 60% Black. It has a 10mm space before and a 4mm space after.

Body text is set 10/13 Calibri Regular, coloured 80% black. Text to be two column, 150mm wide with a 7mm gutter. Tracking can be adjusted down to a maximum of -25 when required.

Vestibulum aliquam fermentum velit pulvinar hendrerit. Curabitur cursus magna vitae eros efficitur, non accumsan tellus aliquet. Fusce pellentesque eget quis aliquam. Nunc libero dolor, egestas sit amet aliquam nec, eleifend ac.

Sub headers are set 14/16 point, Calibri Light, colour to suit, 6mm before and 2mm after

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Page titles are set 30/32 Calibri Light, in colour

Lead in text is set 12/15 Calibri Light, coloured 60% Black. It has a 10mm space before and a 4mm space after.

Body text is set 10/13 Calibri Regular, coloured 80% black. Text to be two column, 150mm wide with a 7mm gutter. Tracking can be adjusted down to a maximum of -25 when required.

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4.4.1 TYPOGRAPHY: Alternative Typeface – Preferred Usage 210 x 210mm Document

Page titles are set 26/28 Calibri Light, in colour

Lead in text is set 11/14 point, Calibri Light, coloured 60% black. It has a 8mm space before and a 4mm space after to separate the body text.

Body text is set 9/12 point Calibri Regular, coloured 80% black. Text to be two column, 150mm wide with a 7mm gutter. Tracking can be adjusted down to a maximum of -25 when required.

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4.4.2 TYPOGRAPHY: Alternative Typeface – Preferred Usage: A5

Page titles are set 22/24 Calibri Light, in colour

Lead in text is set 10/12 point, Calibri Light, coloured 60% black. It has a 8mm space before and a 4mm space after to separate the body text.

Body text is set 8/10 Calibri Regular, colour 80% black. Text to be 2 column, 118mm wide with a 5mm gutter. Tracking can be adjusted down to a maximum of -25 when required.

Sub headers are set 12/14 point, Calibri Light, colour to suit, 6mm before 2mm after.

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Page titles are set 22/24 Calibri Light, in colour

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4.5 TYPOGRAPHY: Accessibility- Best Practice

Producing accessible and engaging communications materials can present a real challenge to the designer.

Accessible print and digital communications material needs to be visually engaging and informative to draw a reader to it as well as legible for people with sight problems and learning difficulties.

It is impossible to design something that is accessible to everyone. However, our aim is to make our communication material accessible to as wide an audience as possible, whilst being creative informative and visually stimulating.

There are a number of things we can do to ensure our use of typography in our communications work for a wide and diverse audience.

Capital letters

Typesetting text using large amounts of capital letters can be harder to read than lowercase letters.

Italics

Italics should be treated in a similar way to capital letters. Many partially sighted people can find them difficult to read so they should be used sparingly.

Using bold text or using a strong colour to add emphasis is a better option.

Leading

Leading is the space between two lines of type, and is measured from baseline to baseline. If the leading is too narrow or too wide, the text will be difficult to read. As a basic rule, the leading should be a minimum of 2 point sizes larger than the type size.

Alignment

Left aligned text with a 'ragged' right hand margin is the most legible as it is easier to find the start and finish of each line. The spaces between each word are also equal.

Contrast

There should always be high tonal contrast between the text and the background it is printed on. Contrast is greatest when dark colours are combined with very pale colours.

Reversing out copy

The background colour should be as dark as possible. White copy reversed out of a very dark colour or black are the most legible. Attention should be paid to typesize and very light weights of type to ensure copy is always legible.

Copy on images

Setting text on an image can make it difficult to read. The background must always be even in tone with excellent contrast and should be digitally retouched, if necessary.

Design

Accessible design is clean, simple and uncluttered with good visual navigation.



5.0 IMAGERY

BRAND BOOK

5.1 IMAGERY: Hero Images



Image Overview

The use of photography can add impact and dynamics to your publications.

Choosing the right photography can help convey atmosphere, personality and emotion to your publications and will help you tell your story.

Look for images that are 'natural'; try to avoid 'staged' images that show cliches and stereotypes. Use imagery that adds value and is relevant to the content. Make sure that your images reflect diversity and gender equality.

Any images selected for print media must be 300dpi and saved as CYMK. This will ensure good print reproduction.



Hero Images

Hero Images are a core part of our brand – they deliver our brand personality and associations through close crops, shallow depth of field and a shift in focus. These techniques intrigue, fascinate and hook the audience into content.

Our most curious images, hero images should be used at the beginning of an audience journey, provoking the user to discover more and instantly connect with our brand values and associations.

5.2 IMAGERY: Narrative Images



Narrative Images

Narrative images continue the audience journey. They help tell a story and provide visual context, allowing the audience to pause for consideration

Narrative images should follow hero images and feature images of medium focus. Wherever possible, capture a moment in time that will capture audience attention.

The image examples on this page provide a focus emphasising the collaborative nature of the EIT Community and the innovators and entrepreneurs that are part of that community



5.3 IMAGERY: Reflection Images



Reflection Images

Reflection images are the concluding piece in the journey. They provide a moment of reflection through the use of wide angled content.

They should be used in the penultimate part of a guide, resulting in a wider viewpoint and concluding the content.

The image examples on this page focus on the societal aspect of the EIT Community's work. The nature and purpose of the EIT Community is to empower innovators and entrepreneurs to shape a brighter future for Europe.





6.0 **STATIONERY**

BRAND BOOK 2014

6.1 STATIONERY: Stationery Suite

Letterhead



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Innovation & Technology

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1/E Neumann Janos utca
1117 Budapest | Hungary

T: +36 1 481 9300
W: eit.europa.eu

Address Line 01
Address Line 02
Town/City
Postcode
County

<Date>

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Your sincerely



Forename Surname
Job Title



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Business Cards



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DL Envelope



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6.2 STATIONERY: Stationery Suite (Alternative)

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1117 Budapest | Hungary

T: +36 1 481 9300
W: kicname.eu

Address Line 01
Address Line 02
Town/City
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County

<Date>

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Your sincerely



Forename Surname
Job Title

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Your sincerely



Forename Surname
Job Title

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Making innovation happen

6.3 STATIONERY: Stationery Suite - Envelope Logo Positioning



Envelope Logo Positioning

Consistent positioning of the logo is vital, it must always appear on the left.

Logo size and position

A: 229 x 324mm Envelope

Logo Height 18mm

left margin 15mm

top margin 15mm

B: 220 x 110mm Envelope

Logo Height 18mm

left margin 15mm

top margin 15mm

C: 229 x 162mm Envelope

Logo Height 18mm

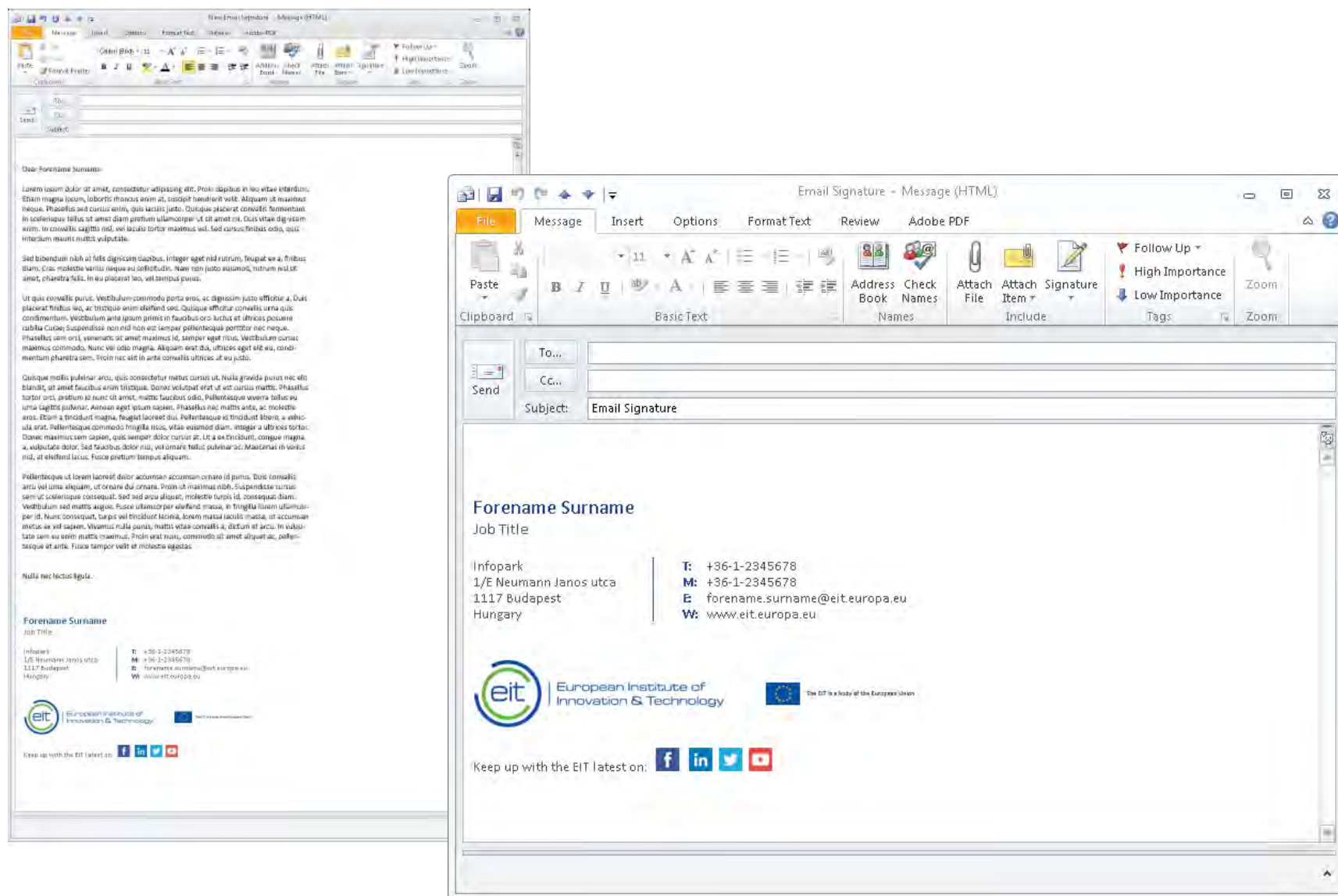
left margin 15mm

top margin 15mm

Landscape formats

The top and left hand margins remain the same for the corresponding landscape formats.

6.4 STATIONERY: Email Signature

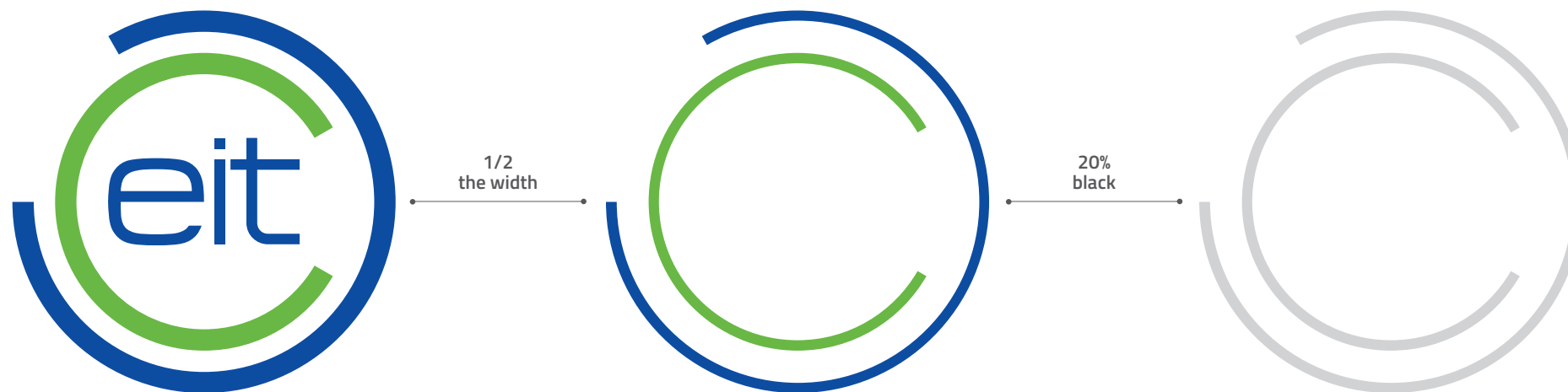




7.0 GRAPHIC ELEMENTS

BRAND BOOK

7.1 GRAPHIC ELEMENTS: The 'EIT Community' Circles



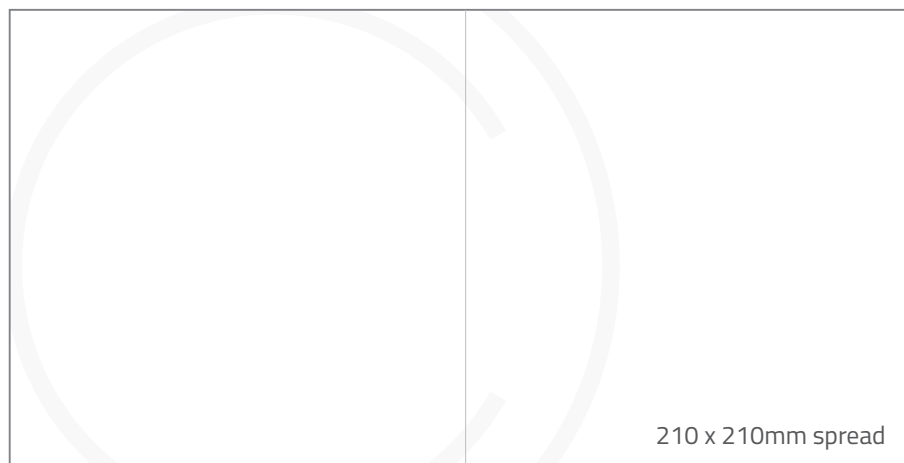
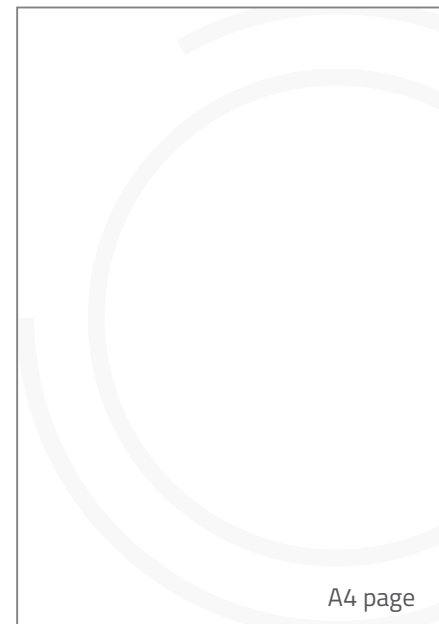
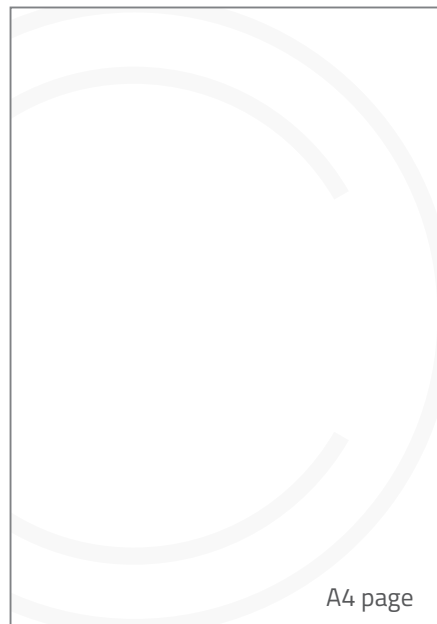
The 'EIT Community' circles

The EIT Community circles are the graphic element of the brandmark. The the inner circle has been shaped to form a 'C' to represent the EIT Community whilst the outer circle symbolises the supportive yet open nature of the EIT.

The EIT Community circles have been developed to work in two applications. The first application is to use the graphic element as a device to focus on a subject or person within a hero image. The placement and opacity of this graphic element will depend on the image selected. Please look at the examples provided to see how the application of the EIT Community circles for this purpose is envisaged.

The second application is to use the EIT Community circles as a graphic texture to be used behind text or to frame statements or quotes. You should always apply a 20% value of the base colour selected although this may need to be adjusted depending on the chosen colour. Please look at the examples provided to see how the application of the EIT Community circles for this purpose is envisaged.

7.2 GRAPHIC ELEMENTS: The 'EIT Community' Circles – Examples of Use



7.3 GRAPHIC ELEMENTS: The Circular Image Frame

1/20 Height of circle equals X



The circle image frame

The EIT Community circle has been adapted to work as frame for images. We have developed two options.

The first has been designed to work with hero images for publication covers, posters or event materials. The outer border has a reduced opacity to show the image behind it and can be used in any colour within the palettes provided. The opacity and colour selection should be chosen to work with the selected image.

The placement of the image frame is optional but should always allow enough space to work with the publication title and logos. Please look at the examples provided to see how we envisage the application of the circle image frames.

The second image frame has been developed to work with images within a publication. The frame has a border that sits outside the main image. You should always apply a 20% value of the base colour selected for the outer border. This aligns the image frame with other graphic elements provided in this brand book.

The placement of the image frame is optional but should always allow enough space to work with the publication text and other content. Please look at the examples provided to see how we envisage the application of the circle image frames.

7.4 GRAPHIC ELEMENTS: The Circular Image Frame – Examples of Use



A4 cover



A4 cover



A4 cover

7.5 GRAPHIC ELEMENTS: The Circular Image Border



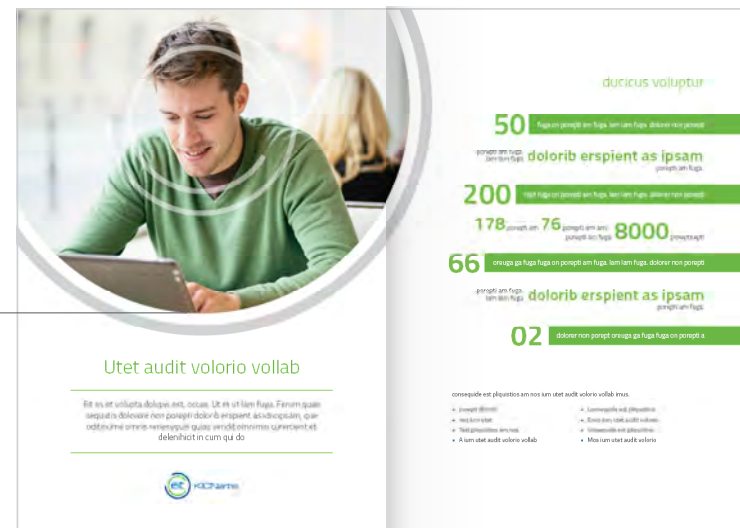
7.6 GRAPHIC ELEMENTS: The Circular Image Border – Examples of Use

A4 cover



Brochure chapter spread using the second image frame option

A4 spread



Full bleed spread can also include the circle shapes to hold information inside.

210 x 210 mm example



Both the circle and outer circle have a 80% opacity. (The percentage will always depend on the type of image behind the circles.)

7.7 GRAPHIC ELEMENTS: Image and Text Box Frame Overview



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Image and text box frame

We have developed image and text box frames to work with other graphic elements within the brand book.

The image frame should only apply to narrative images within publications and has been designed to work within the structure of our page layout.

The text box frame can be used within publications and other applications where the graphic layout and space allow.

The element should have a 6mm radius applied to opposing corners as shown.

Always apply a 20% value of the base colour selected although this may need to be adjusted depending on the chosen colour.

Please look at the examples provided to see how we envisage the application of the image and text box frame.

7.8 GRAPHIC ELEMENTS: Image and Text Box Frame – Examples of Use

Use part of the EIT circles to create quote marks

Typography rules still apply when in boxes

Images inside the shape need to be the same width as the text columns

The corner size needs to be 6mm in all publications

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80% opacity (depends on the image)

For statements use a line alongside the text on the left hand side

Icons can be added inside the text boxes

7.9 GRAPHIC ELEMENTS: Icons



Icons

These graphic icons have been developed to work along side the other graphic elements within the brand book. They have been designed to be adaptable and can be used across all media from print to screen. This concept could be used across all of the EIT Community's communications from printed publications to digital media platforms.

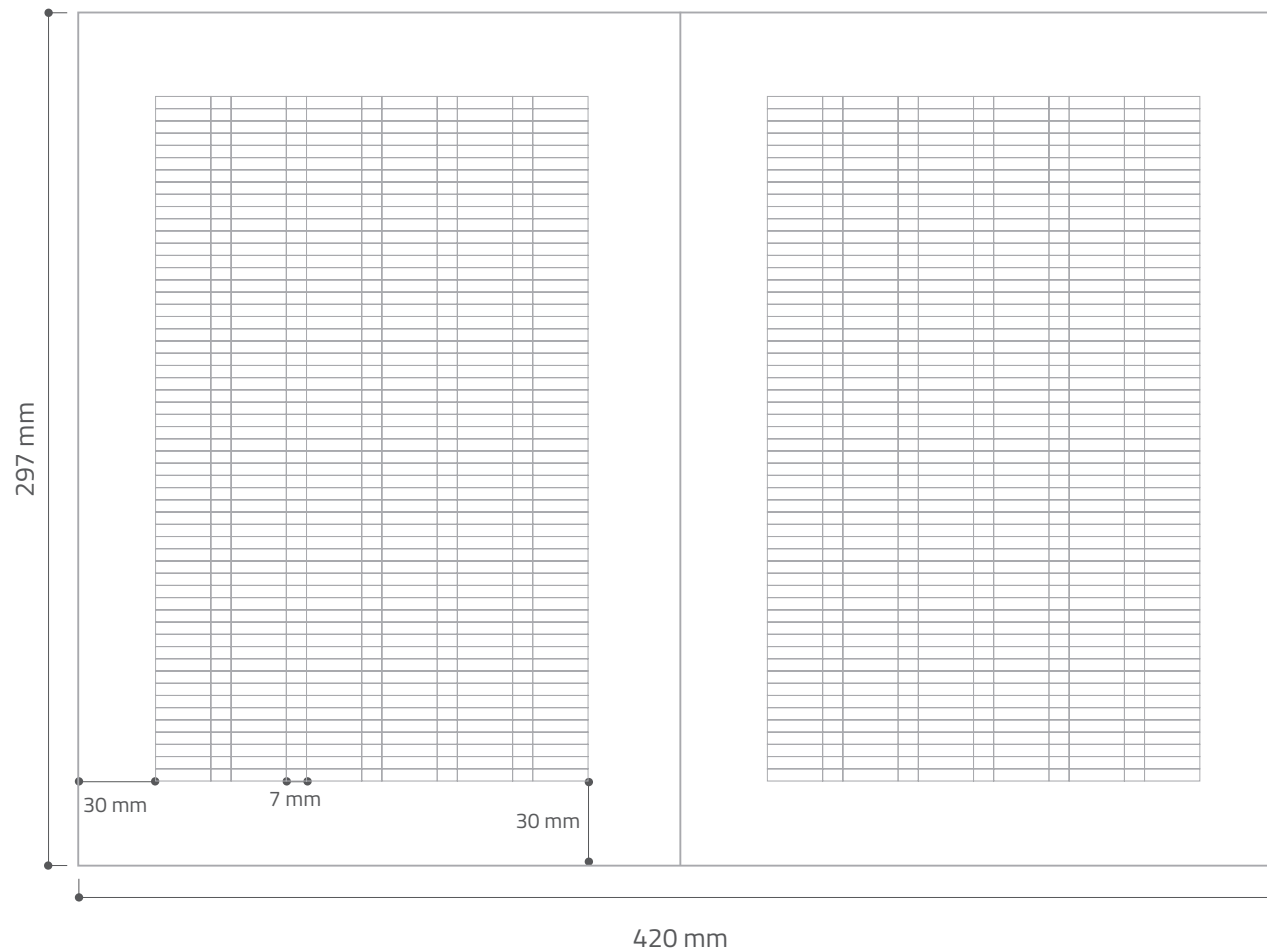
The graphic icon elements can be used to display icons, photographs, text and data in any combination to fit any device or display area. The graphics and icons can be produced using the existing EIT colour palettes to differentiate between the various areas of expertise, KICs or general EIT communications. Since the design is a vector, it can be scaled up or down without any loss in image quality. Please look at the examples provided in the brand book to see how we envisage the application of the graphic icons. These icons above are available in the colours displayed above.



8.0 Publications

BRAND BOOK

8.1 PUBLICATIONS: A4 Brochure – Grid Specification



A4 Spread Grid

A4 (210x297) spread that is divided into 6 columns and rows using the Rule of Thirds (Golden Ratio).

The Grid

We have developed a grid system to help designers when producing communication materials.

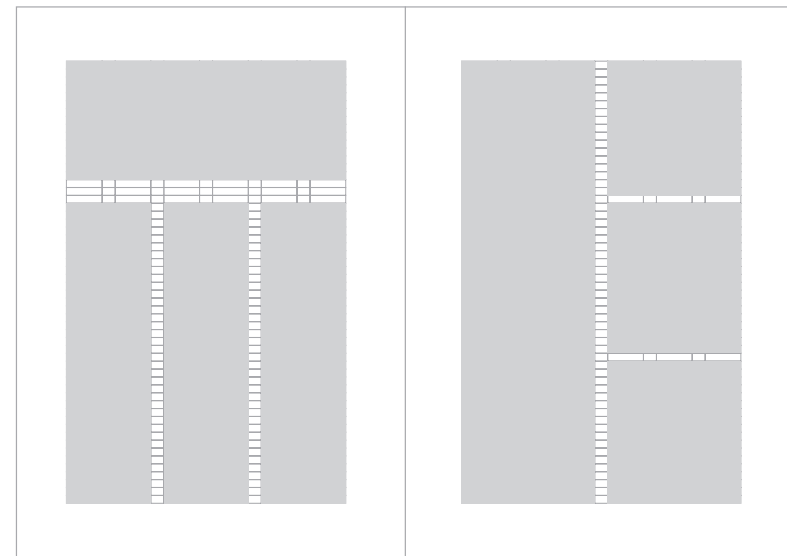
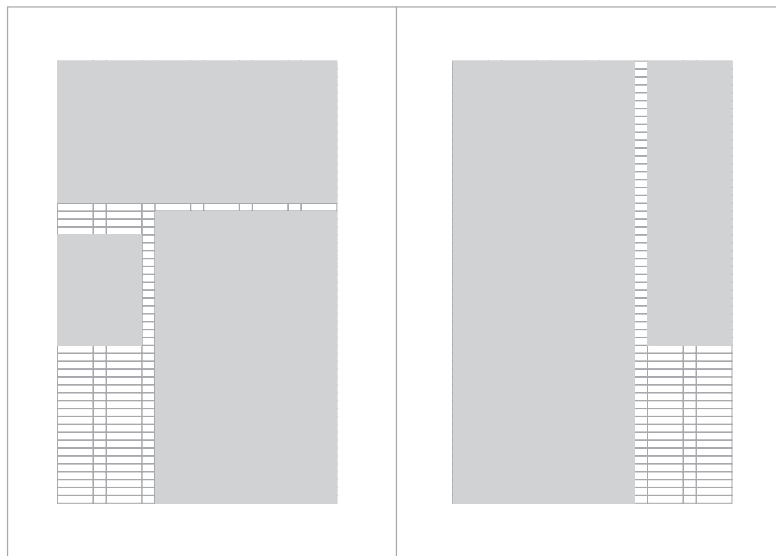
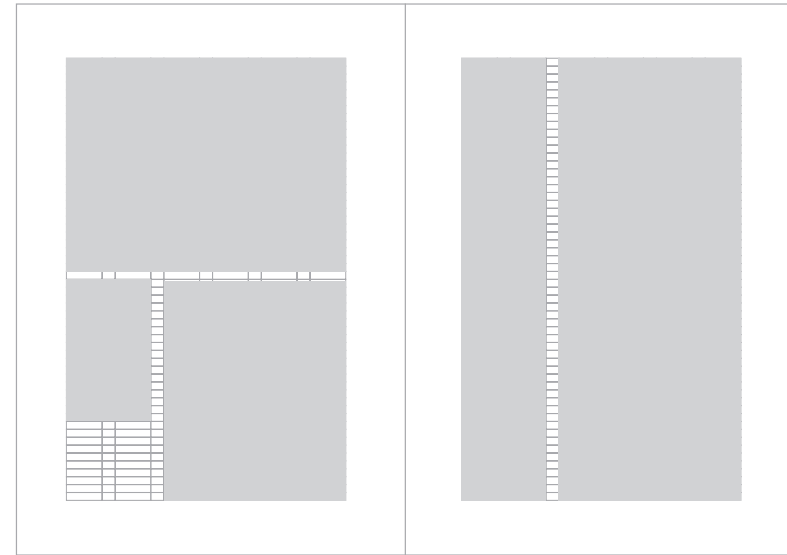
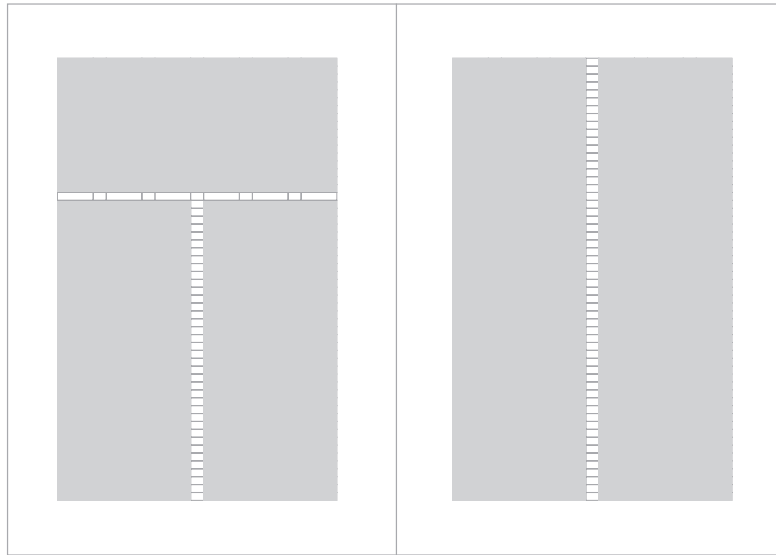
The grid has been designed to provide a flexible and useful layout tool that allows for creativity.

The grid should be used as a guide for the structure of your materials and provides a wide range of layout options whilst adhering to our community brand.

The inclusion of sufficient white (clear) space allows important text to stand out in a layout.

The use of scale is also a useful tool in the creation of layouts.

8.1.1 PUBLICATIONS: A4 Brochure – Spread Examples



8.2 PUBLICATIONS: A4 Brochure – Cover Examples



EIT COMMUNITY BRAND BOOK

8.3 EXAMPLES: 210 x 210mm Brochure – Cover and Spread Examples



8.4 EXAMPLES: Posters Examples



A0

Posters

The EIT Community design principles apply to the production of posters.

Posters should be impactful, engaging and informative. All content should be clearly displayed and concise.

It is important to maintain consistency across all communications so the same guidelines apply with regards to graphic elements, imagery and typography.

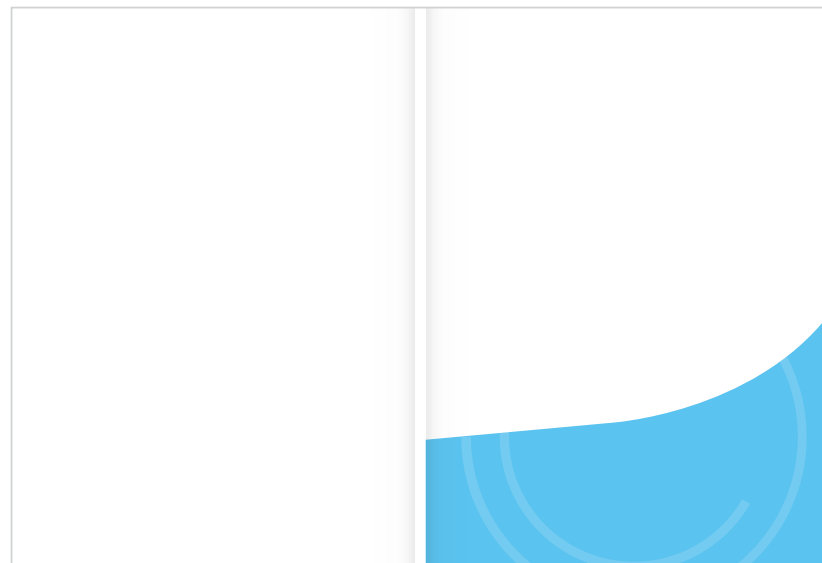


A1



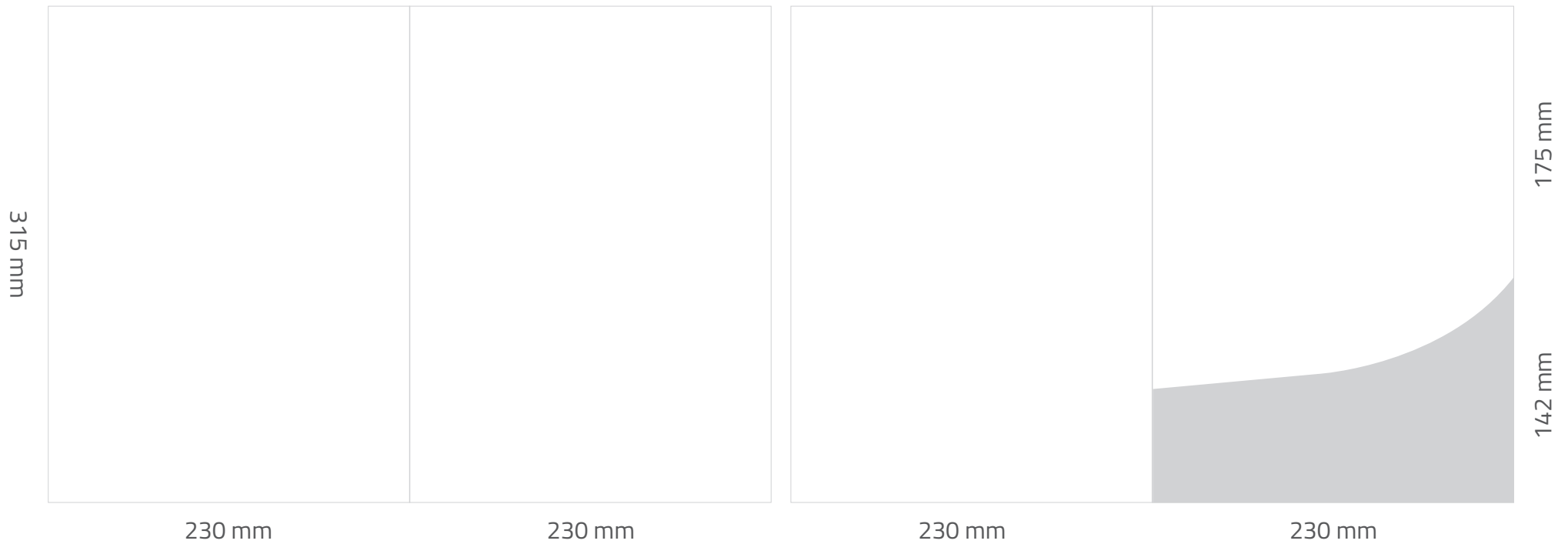
A3

8.5 EXAMPLES: Document Folder Examples (230 x 315mm)



8.5.1 EXAMPLES: Document Folder Specifications (230 x 315mm)

Outside of folder



8.6 EXAMPLES: A4 Leaflet Examples



8.7 EXAMPLES: A4 Magazine Example



8.8 EXAMPLES: A4 Factsheet Examples



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Factsheet

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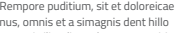
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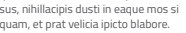
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KICName

KICName is supported by the EIT, a body of the European Union 

This template has been developed for design professionals using Adobe InDesign. This template is available from the EIT.

8.9 EXAMPLES: A4 Newsletter Examples



This template has been developed for design professionals using Adobe InDesign. This template will be available from the EIT.

8.10 EXAMPLES: Publications Overview

Overview

The aim of all of our communications materials is to engage and inform using a strong, clear and defined brand style.

Our messages and words should be presented in a clean, contemporary and clear manner. We promote the use of white space to frame important content.

Remember to let your document 'breathe'; don't cram too much content on the page, break down the copy into digestible passages, this will automatically pace the reader.

The controlled use of typography and colour can add dynamics and scale to your content.

All of these factors underpin our brand and will maintain a strong and consistent presence across all media.

Things to remember

Before you start your publication take time to structure your page.

What size will your document be?

Consider the placement of images and tables, allow room for the text to sit comfortably on the page.

If there is too much information on the page the reader will not be able to absorb the content and your message will be lost.

Breaking down the copy into digestible passages will automatically pace the reader.

Use frames and rules as devices to contain, isolate, and draw attention to text and images. The weight and colour of the frame or line should be used to control the intensity of the focus.

Image selection

The use of photography can add impact and dynamics to your publications.

Choosing the right photography can help convey atmosphere, personality and emotion to your publications and will help you tell your story.

Look for images that are 'natural', try to avoid 'staged' images that show cliches and stereotypes. Use imagery that adds value and is relevant to the content.

The use of colour should complement the tones used in the imagery to achieve an aesthetically coherent and pleasing visual experience.

Any images selected for print media must be 300dpi and saved as CYMK. This will ensure good print reproduction.



9.0 DIGITAL MEDIA

BRAND BOOK

9.1 DIGITAL MEDIA: Digital Publications – Examples of Use



Digital publications offer creative ways to engage and interact with the viewer. The ability to combine text with video, audio, animation and interactive elements brings the contents to life and enhance the overall brand experience.

The production of digital publications should follow the same basic design principles as traditional print media. The same approach to the selection of imagery, colour and typography should be adopted. The content should be edited to read on screen and allow for different device screen size.



9.2 DIGITAL MEDIA: Digital Publications Output Specifications

The table below provides a detailed breakdown of the various platforms and publishing software outputs used in the production of digital publications. It is always advisable to test your publications on as many different devices and platforms as possible before distribution.

	Push/Pull****		Kindle Fire***	Android Phone	Android Tablet	iPad	iPhone	Output**	Zoomable Images	Video	Vertical Scrolling Text	Vertical Scrolling Pages	Slideshows	Selectable Text	Page Flips	In Publication Hyperlinks	Web Content	Hotspots and Pop Ups	Geolocation	Email/Web Links	Carousels	Audio	Animations	360° Images
	Push	Pull																						
	•			•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	•			•	•	•	•		•	•	•	•	•	•		•	•			•	•	•		•
	•	•	•	•	•	•	•		•					•						•		•		
	•	•	•	•	•	•	•		•					•						•		•		

* These features are not supported on the Kindle

** Although output is supported for various devices, each separate device requires its own build, as each device has its own resolution. For example, an iPad mini has a device resolution of 1024 x 768 pixels, The iPad Air has a device resolution of 2048 x 1536 pixels and a Samsung Galaxy S3 a resolution of 1280 x 720 pixels.

*** A list of required platforms should be requested from the client, as well as required devices.

**** ePub files can be converted to Kindle files using free KindleGen software by Amazon, Alternatively Amazon also have a free Kindle plugin for InDesign (Beta) - available here: <http://www.amazon.com/gp/feature.html?ie=UTF8&docId=1000234621>

***** Push marketing allows the publication to be sent to the end user through channels such as email. Pull marketing requires the end user to physically download the publication themselves. This can be done through 'purchasing' the brochure through one of the digital stores, or alternatively, eBooks and Kindle files can be downloaded from a web link.

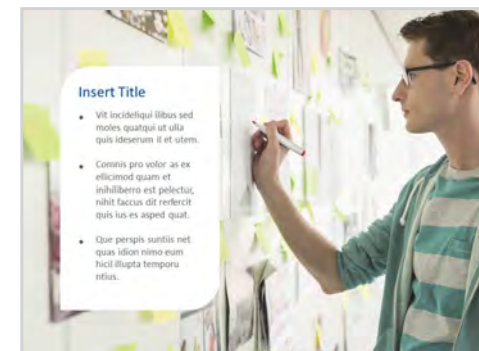
* information correct at time of press

9.3 DIGITAL MEDIA: PowerPoint – Overview and Examples of Use



The PowerPoint template has been produced to ensure visual consistency across the EIT Community and should be used for all of our presentations. This template should be used for internal and external presentations.

If you use images, the style and content of photograph should reflect the content of the presentation and follow the guidance provided in section 6.0. Any imagery should be vibrant, inspirational and engaging and of a good quality. Only use images that are relevant and add value, please refrain from using imagery for the sake of it.



9.4 DIGITAL MEDIA: Electronic Newsletters – Overview and Examples of Use

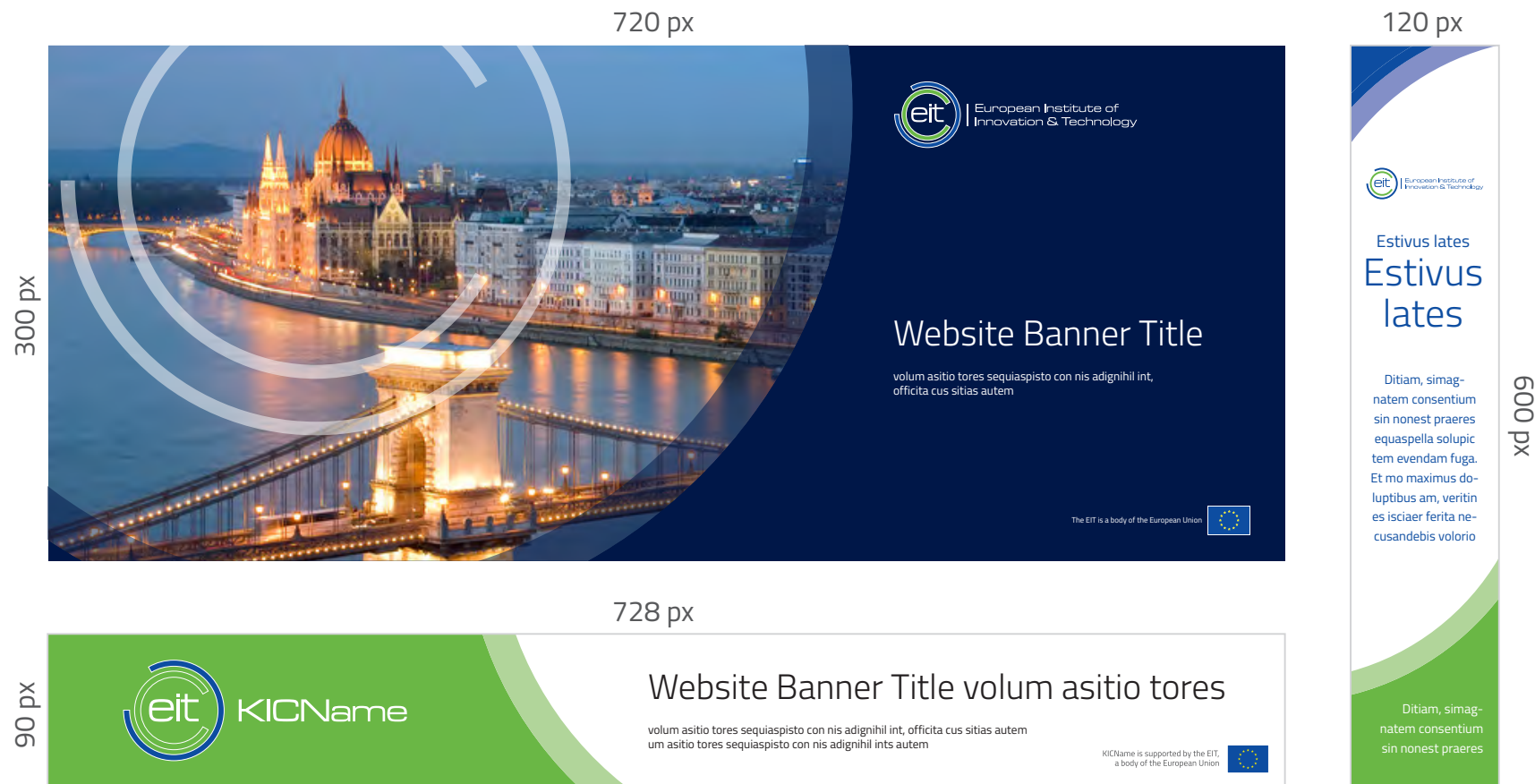
When producing electronic newsletters it is important to follow the basic design principles as laid out in this brand book.

The EIT Community logo and European Union logo should always appear at the top of the newsletter and should follow the size conventions as described in the logo section of this brand book.

It is important to remember to keep the use of imagery to a minimum as large file sizes will have an impact on the overall file size. Please contact your service provider for specific details on file limits and delivery options.



9.5 DIGITAL MEDIA: Web Banners



Here are some examples of web banners using the various EIT Community graphical elements. It is important to follow the basic design principles described in this brand book.



10.0 SOCIAL MEDIA

BRAND BOOK

10.1 SOCIAL MEDIA: Twitter

Introduction

Our social media channels play an important role in establishing the look and feel of the EIT Community branding. All of the channels have been designed to have a similar layout which usually features a cover image and profile picture (which should be the Community logo to be used). Whether you are visiting our Twitter, Facebook, LinkedIn or Google+ page the EIT or KIC logo is clearly visible (profile picture) and is supported by a clear, bold cover photo image representing an element of the programme or is relevant to the page content.

When selecting images ensure that the content represents elements of the Institute or the KIC in focus. Image sizes will vary between each channel so please follow the guidelines outlined in this section.

All social media channels are regularly updated, so please refer to the service provider for the latest information.

Twitter

Tweets of 100 characters or less can gain a 17% higher engagement rate. We highly recommend using images within our tweets as this can gain up to 94% more re-tweets than messages without.

The placement of elements on the Twitter background image should be optimised for a screen resolution of 1280 x 1024 pixels and should not be changed.

The profile picture

Set at a size of 40 x 40 pixels.

Cover image

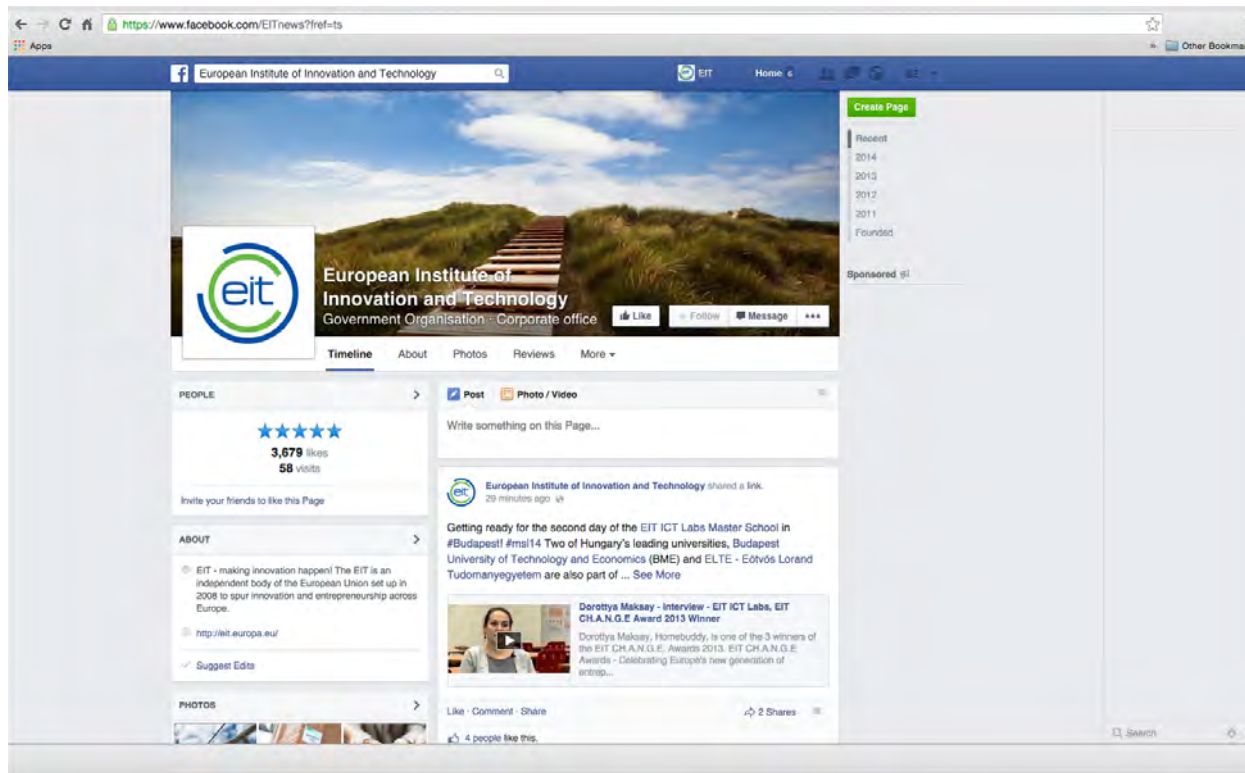
Set at size 1500 x 500 pixels.
Using these settings will ensure that final display of Twitter on our visitors' screens is not distorted.

In-stream Images

Set at size of 440 x 220 pixels.
Vertically centre image
3Mb max file size



10.2 SOCIAL MEDIA: Facebook



Facebook

Posting messages with 250 characters or less is thought to attract 64% more traffic to our account, particularly when accompanied by an image.

The profile picture

Set at a size of 180 x 180 pixels.

Cover image

Set at a size of 851 x 315 pixels.

There are many recommended sizes for images concerning different elements such as shared posts, milestones, event pages etc.

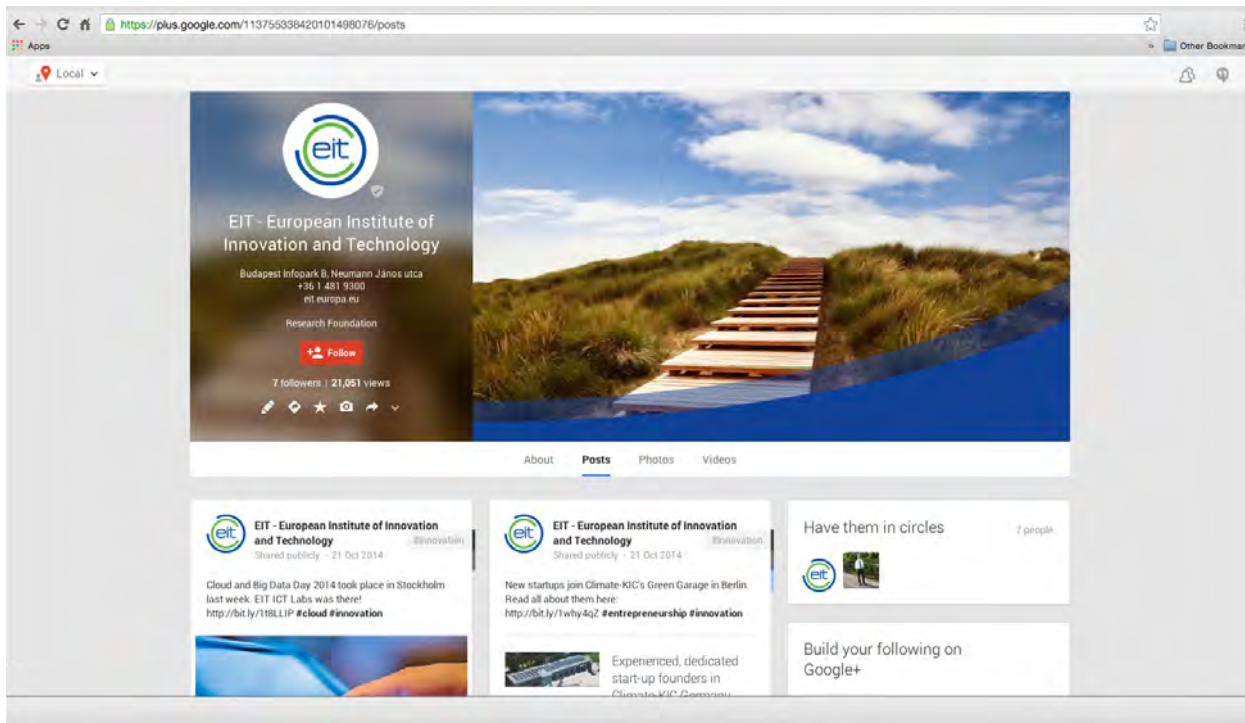
Image posts

Set as a size of 1200 x 1200 pixels.

On a desktop screen these will appear at 400 x 400 pixels, on a mobile 618 x 618 pixels. These factors should be taken into account when selecting images for Facebook posts.

Please note - an image smaller than 400 x 209 pixels will be classed as a thumbnail.

10.3 SOCIAL MEDIA: Google+



Google+

Our Google+ page displays the logo and name of the institute within a semi-transparent, left aligned box. This must be considered when selecting a cover image.

Profile image

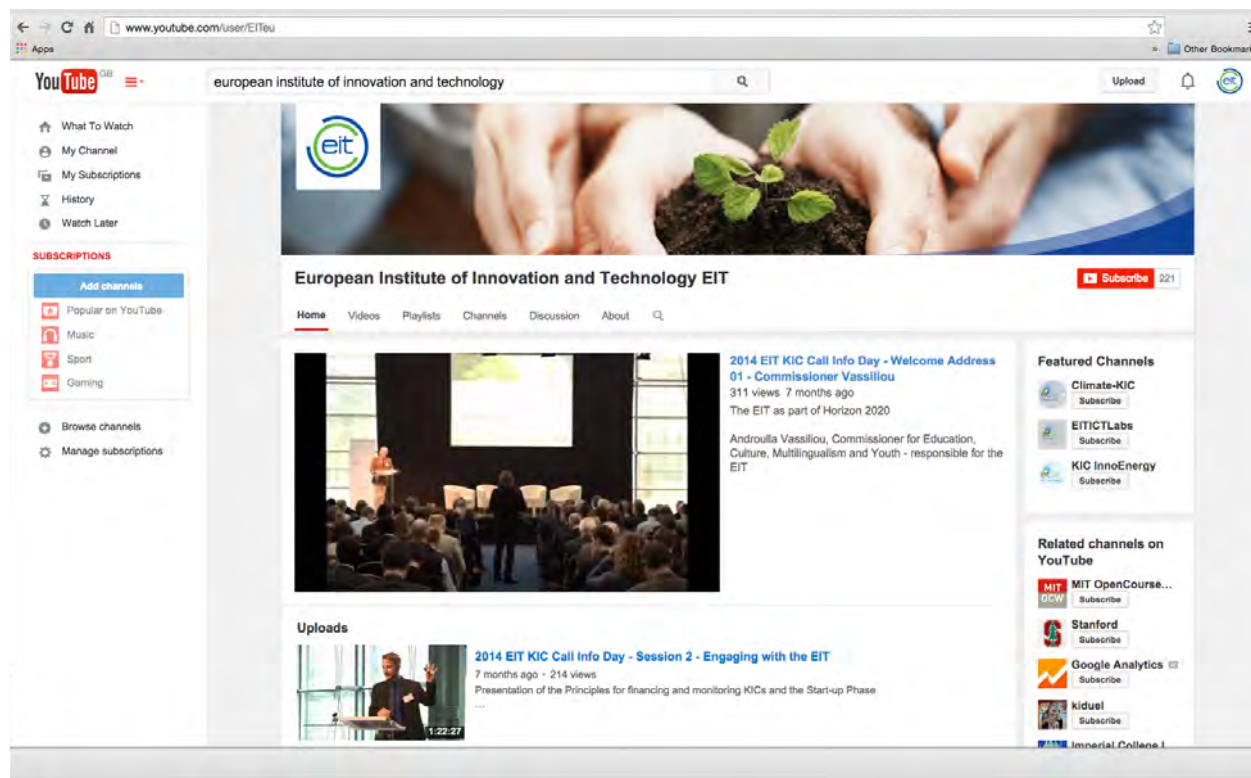
Set at a size of 270 x 270 pixels.

Cover image

Set at a size of 2120 x 1192 pixels (but needs to be more than a minimum of 480 x 270 pixels).

We recommend using an image size of no more than 1080 x 608 pixels, as some image details may be missing when viewing the page on a mobile or android device.

10.4 SOCIAL MEDIA: YouTube



YouTube

The EIT YouTube channel is another important resource for our social media presence. Traffic will be driven from other social media sources such as Twitter and Facebook.

Video dimensions

If you are uploading a video the dimensions will be 2560 x 1440 pixels.

Banner image (includes profile picture/logo)

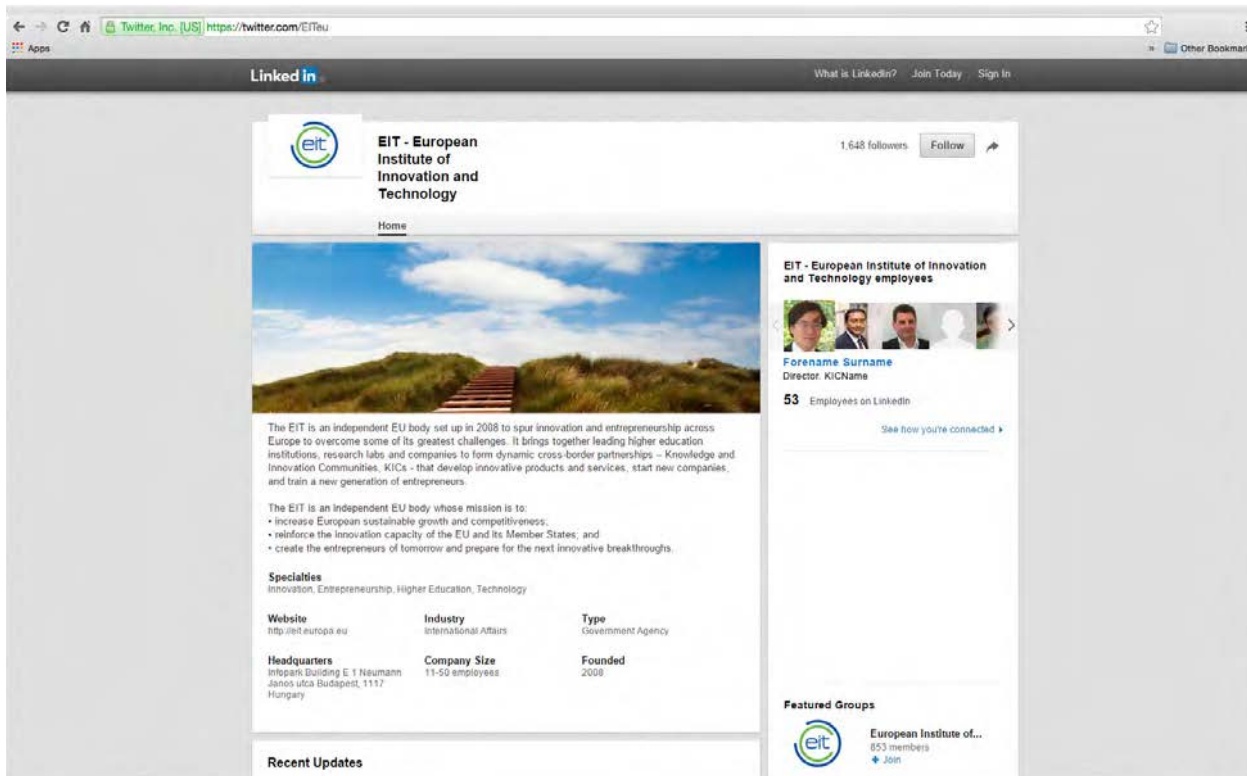
Displays as 2560 x 1440 pixels.

Please note – the EIT logo must be included in the banner artwork as this cannot be added as a separate element.

The title of each video should reflect the content within the clip (no more than 100 words), along with a description of five thousands characters maximum. A shorter description would be more efficient as the video should explain all the details to the audience.

An appropriate supporting image should either be uploaded or selected from the thumbnail options. Similarly to Google+ all images will adjust according to the device YouTube is viewed on.

10.5 SOCIAL MEDIA: LinkedIn



LinkedIn

LinkedIn is an important element of our social media presence. This channel has a more professional focus than the other channels and can be used to engage with specific experts or groups.

Showcase pages can be created on LinkedIn focusing on particular elements of the EIT programme.

Profile image

Set at a size of 100 x 60 pixels.

Square logo

Set at a size of 50x50 pixels.

Please note that a images should be a maximum size of 2Mb.

Cover Image

Set at a size of 646 x 222 pixels.



11.0 EVENT MATERIALS

BRAND BOOK

11.1 EVENT MATERIALS: Pull Up Banners – Examples of Use



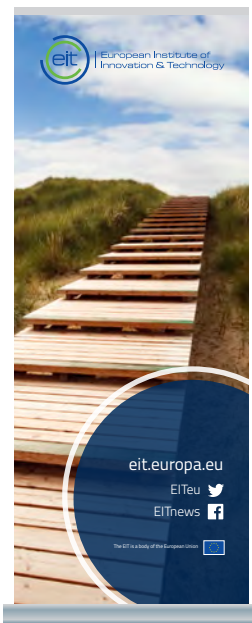
Event Material Overview

The use of branded banners, signs and graphics build brand awareness, provide information and express the distinctive personality of your business or the theme of your event. Banner stands and displays can be created in varied sizes and are mobile for easy placement around your corporate location or venue.

Signage at events can be used to inform, direct and communicate key messages. The EIT Community design principles apply to the production of event material. It should be impactful, engaging and informative. All content should be clearly displayed and concise.

It is important to maintain consistency across all communications so the same guidelines apply with regards to graphic elements, imagery and typography.

The examples provided in this section showcase the EIT Community brand elements across a selection of event materials.





These examples have been developed to show how the various graphic elements can be used when designing pull-up and pop-up style banners.

Artwork should be impactful, engaging and informative. All content should be clearly displayed and concise.



11.2 EVENT MATERIALS: Additional Materials – Examples of Use



The examples featured on this page show how the EIT Community brand works across all event materials



12.0 PROMOTIONAL MATERIALS

BRAND BOOK

12.1 PROMOTIONAL MATERIALS: Promotional Materials – Examples of Use

Pens



Button badges



USB stick



Mug



Event bag



Portable charger



Note book



When producing promotional items it is important to allow enough clear space around the EIT logos.

Avoid items where the reduced size of the brandmark and wordmark compromise the legibility.

Always follow the EIT logo specifications as displayed in Section 02 of this brand book.

Always try and use sustainable products where possible.

Rubik's cube



Tablet case



13. The EIT Community logo – permission for use

The European Institute of Innovation and Technology (EIT) cooperates with many external organisations and the need to use the EIT logo or that of its Knowledge and Innovation Communities (EIT KIC logo) by third parties frequently arises.

The logos of the EIT and of its KICs are the intellectual property of the EIT. The EIT will pursue cases of abuse and fraudulent use of these logos.

I. Terms and conditions of use

I.1 The EIT grants the use of the KIC logos to the designated KICs and their partners through signing a framework partnership agreement or by award a specific grant.

I.2 In addition, the EIT logo and those of the KICs may be used by third parties subject to the below terms and conditions.

These logos may only be used if:

- Permission is requested and granted in writing before the logo is used;
- There is no likelihood of the user of the logo being confused with the EIT and/or its KICs;
- It is not used in connection with objectives or activities which are incompatible with the aims and principles of the EIT and/or of its KICs;
- It is not used to imply or suggest unintended endorsement or promotion of the objectives and activities of the user of the logo by the EIT and/or of its KICs.

I.3 The specific logo shall be used in its entirety without distorting, modifying or separating its component elements.

Permission to use the EIT and/or of one its KICs logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means. Each case will be examined individually to ascertain whether it satisfies the criteria set out above. This will be unlikely in a commercial context if the logo of EIT is used in conjunction with a company's own logo, name or trade mark.

II. Request for permission to use the EIT or KICs logo

Request for permission should be submitted to the Institute of Innovation and Technology (EIT). All EIT units are authorised to give permission to third parties to use the EIT logo subject to the terms and conditions as described above.

Requests for permission can also be submitted to the EIT Communications Team by e-mail: eit-communications@eit.europa.eu.

The EIT grants the use of the EIT KIC logos to the designated KICs and their partner organisations. For the use of a specific KIC logo, please contact the specific KIC.

III. Downloading the EIT logo

Third parties can download, copy and store the EIT logo in various formats and versions from the visual identity page of the EIT website.

eit.europa.eu/interact/visual-identity







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